

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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July 2, 1962

NBC INTERNATIONAL WILL OFFER FREE FILM PRINTS OF NETWORK
DOCUMENTARIES TO FUTURE TV STATIONS IN EMERGING NATIONS

Unprecedented 2-Year Project Is Labeled 'Operation: Documentaries'

For the first time in broadcasting history, network informational and public affairs programming will be offered free to overseas nations on the threshold of television. Film prints of NBC-TV Network shows will be made available to future stations in the emerging countries by NBC International.

Joseph M. Klein, Director, NBC International (NBI), announced that the two-year project, "Operation: Documentaries," will apply to nations where television is now in the planning stages and where the initiating of programming poses economic problems.

The information and public affairs programs that will comprise "Operation: Documentaries" are currently distributed elsewhere internationally by NBI in regular sales patterns. Wherever television is already established and economically sound, this programming, together with NBI's vast library of entertainment shows, will continue to be exported according to established company policy.

For "Operation: Documentaries," the plan specifies that only actual mailing or print costs will be charged by NBI for these programs. The original production costs for these programs are in the millions of dollars.

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2 - 'Operation: Documentaries'

NBC-TV Network programs, such as the "White Paper" and "Project 20" productions, "The World of ..." series, and specials by Chet Huntley and David Brinkley, are among those to be made available through "Operation: Documentaries" to the threshold countries. There are currently 125 hours of programming in this category distributed internationally by NBI and the amount is increasing rapidly.

"'Operation: Documentaries' seeks several objectives simultaneously," Mr. Klein said. "NBI wants to encourage the international growth of the most perfect means of mass communications. We expect that the present ratio of 30 viewers per set throughout the world will be reduced to 15 per set within the next 10 years.

"We want to help these future viewers help themselves in their efforts to be well-informed. As pioneers in the medium, we intend to share the benefits of our experiences. If the idea is successful, the other networks may volunteer their resources in similar experiments."

Among the countries where "Operation: Documentaries" is slated to begin are Kenya, Sierra Leone, Jamaica, Aden, Tanganyika, Gibraltar, and Uganda. Wherever the project is instituted, it will be in effect for two years.

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NBC-New York, 7/2/62

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NBC COLOR TELEVISION NEWS



July 2, 1962

'SPORTS SPECIALS WITH BUD PALMER,' 90-MINUTE COLOR FILM SERIES OF UNUSUAL CHAMPIONSHIP EVENTS IN SPORTS CAPITALS OF WORLD, WILL BE PRESENTED ON NBC-TV SATURDAYS, STARTING IN JANUARY

A 90-minute sports variety series in color -- with veteran sports broadcaster Bud Palmer as host and executive producer -- will be presented on the NBC Television Network Saturdays from 3:30 to 5 p.m. NYT, starting Jan. 12, 1963, it was announced today by Tom S. Gallery, NBC Director of Sports.

The programs, titled "Sports Specials With Bud Palmer," will present out-of-the-ordinary championship sports events on color film from sports capitals of the world. It is anticipated that two-thirds of the originations will be from points outside of the continental United States. Several broadcasts from behind the Iron Curtain are being considered.

Describing the first color sports series of its kind, which has been on NBC drawing boards for many months, Palmer said:

"We will present off-beat sports events of championship caliber that would be of special interest to American sports fans, either because of the tremendous skill of the participants, or the roughness and stamina required."

Palmer emphasized that the special color programs "will not only present the action of championship sports events, but will also

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2 - 'Sports Specials With Bud Palmer'

feature the personalities of the athletes involved." Through interviews conducted by Palmer, with interpreters where necessary, the American audience will meet and get to know the foreign athletes.

Additional production credits for "Sports Specials With Bud Palmer," types and locations of the various sports events to be broadcast, and added details will be announced.

Palmer was an All-American basketball player at Princeton and starred in professional ranks with the New York Knickerbockers. He has been the NBC-TV commentator for many sports events, including NBA Basketball games, National Open and other golf tournaments and the "Jackpot Bowling" show.

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NBC-New York, 7/2/62

NBC COLOR TELEVISION NEWS



July 2, 1962

MERV GRIFFIN TO STAR IN NEW MONDAY-THROUGH-FRIDAY DAYTIME

COLOR SERIES ON NBC-TV NETWORK STARTING OCT. 1

'Merv Griffin Show' to Offer Wide Range of Entertainment Features

Merv Griffin, versatile host of NBC-TV's "Play Your Hunch," will star in a new daytime television color program, "The Merv Griffin Show," beginning Monday, Oct. 1, it was announced today by Mort Werner, Vice President, Programs, Television Network. The program will be a Monday-through-Friday feature, in the 2-2:55 p.m. NYT time period, originating in New York.

"Merv Griffin is an entertainer of star magnitude," Mr. Werner stated. "All those who have acclaimed his appearances on the 'Tonight' show know that he has the ability to stimulate top performances from personalities in every walk of life. It is expected that Merv will draw heavily on this talent in planning his daytime shows. We know that his millions of fans are as delighted as we are over the bright promise of his new venture, which we intend to make amusing, adult, articulate and alive."

Griffin's new program will offer a wide range of entertainment features. In addition to his own participation as host and performer, Griffin will join a "special guest star of the day" for conversation, music and a measure of the unusual and the unexpected.

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In taking over the new program, Griffin will relinquish his duties on "Play Your Hunch," which the network has renewed for another year. Griffin has been star of "Play Your Hunch" since it began on another network in June, 1958. The series has been a Monday-through-Friday daytime color feature on NBC-TV (10:30 a.m. NYT) since Dec. 7, 1959, and is currently also being presented as a Wednesday, 10-10:30 p.m. EDT prime-time color show. An outstanding personality in the entertainment field will be announced shortly as Griffin's replacement on "Play Your Hunch."

Merv Griffin's professional entertainment history extends back for 17 years. Hired to sing on a San Francisco radio station, he soon had his own program, serenading early morning listeners. Bandleader Freddy Martin heard Griffin during one of his daily stints and hired him as featured vocalist with the band. During this time, Griffin recorded "I've Got a Lovely Bunch of Coconuts," which became a million-record hit.

Then Griffin went out on his own, with a record contract and TV and nightclub appearances. He also made two other hit records, "Wilhelmina" and "Never Been Kissed."

His movie break came as a result of an engagement in Las Vegas at the same time Doris Day was there. She had heard him and had arranged a screen test, planning to have him play opposite her in a movie. But her picture was delayed, so the studio immediately cast Griffin opposite Kathryn Grayson in "So This Is Love." His movie credits also include "The Boy from Oklahoma," "By the Light of the Silvery Moon" and "Cattle Town," all in non-singing roles.

After two years in Hollywood, Griffin left to join Tallulah Bankhead's revue in Las Vegas, then went to New York, where he replaced

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3 - Merv Griffin

Jane Froman and Jo Stafford on their TV shows during their vacations. He then played the lead in a revival of the musical, "Finian's Rainbow," at New York's City Center Theatre.

He has also starred on his own network radio show and on many TV series, including "Keep Talking" and, on NBC, "The Arthur Murray Party," "The Jack Paar Show" and "Saturday Prom."

A native of San Mateo, Calif., Griffin attended Stanford University and the University of San Francisco, where he majored in music. He is married to the former Julann Wright, a comedienne whom he met when they worked together on his radio show. They have a son, Anthony Patrick, born Dec. 8, 1959.

The following afternoon schedule will go into effect with the premiere of "The Merv Griffin Show" on Oct. 1 (NYT):

2-2:55 p.m., "The Merv Griffin Show."

2:55-3 p.m., "NBC News Report."

3-3:30 p.m., "Loretta Young Theatre."

3:30-4 p.m., "Young Dr. Malone."

4-4:30 p.m., "Make Room for Daddy."

4:30-4:55 p.m., "Here's Hollywood."

4:55-5 p.m., "NBC News Afternoon Report."

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NBC-New York, 7/2/62

NBC COLOR TELEVISION NEWS



July 2, 1962

ABBY DALTON SIGNED AS CO-STAR OF 'THE JOEY BISHOP SHOW'

COLOR BROADCASTS ON NBC-TV NETWORK IN 1962-63 SEASON

Abby Dalton has been signed to co-star in "The Joey Bishop Show," which will be broadcast in color when it returns to the NBC-TV Network for its second season in a new time period, beginning Saturday, Sept. 15 (8:30-9 p.m. NYT).

Miss Dalton, who will portray the wife of Joey Barnes (a TV comedian played by Bishop), for the last three seasons had appeared in the role of the witty Navy nurse in television's "Hennesey" series. She was selected for her new role over an impressive list of applicants.

Abby was born in Las Vegas and her family brought her to Los Angeles at an early age. Except for three years during World War II when she joined her parents in Panama, Abby attended Los Angeles schools and graduated to a career of dancing and fashion modeling.

In 1958 she turned to acting despite her success as a cover girl, and as dancer with her own Las Vegas nightclub act. She has appeared in many major TV series, including "Schlitz Playhouse," "Maverick," "Have Gun, Will Travel," "Rawhide" and "Rifleman." Her movies have included "Viking Women," "Cole Younger, Gunfighter," and "Rock All Night" in all of which she had the feminine lead.

In private life she is Mrs. Jack Smith. Her husband is a Los Angeles businessman.

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CREDITS FOR BUICK OPEN GOLF TOURNAMENT
COVERAGE ON NBC-TV NETWORK

Date and Time: Sunday, July 8 (5:30 to 7 p.m. EDT).

Program Summary: Action at the final four holes of the fifth annual Buick Open Golf Tournament at Warwick Hills Golf and Country Club in Grand Blanc, Mich. Nine TV cameras will be used for the coverage.

Facts on Course: Warwick Hills is a par 72 course and measures 7,280 yards. Holes being televised are:
No. 15 -- 458 yards, par 4.
No. 16 -- 604 yards, par 5.
No. 17 -- 222 yards, par 3.
No. 18 -- 453 yards, par 4.

Commentators: Bud Palmer at 18th hole, Chick Hearn at 17th hole and Walter Hagen Jr. at 16th hole.

Producer: Perry Smith.

Directors: Harry Coyle and Marc Breslow.

Sponsor: Buick Motor Division of General Motors Corporation.

Agency: McCann-Erickson Inc.

NBC Press Representative: Bob Goldwater, New York.

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NBC-New York, 7/3/62

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NBC TRADE NEWS

July 5, 1962

'NATIONAL FOOTBALL LEAGUE HIGHLIGHTS' WILL BE SATURDAY

NBC TELEVISION NETWORK FEATURE IN 1962 NFL SEASON

Sponsorship in Half-Hour Series Bought by Mennen and Chesebrough-Pond's

"National Football League Highlights" will be presented on the NBC-TV Network on Saturdays, 5-5:30 p.m. NYT, during the 1962 NFL season, it was announced today by NBC Sports Director Tom S. Gallery.

The program, featuring filmed highlights of all of the previous Sunday's seven NFL games, will begin Saturday, Sept. 22 and continue through Dec. 22.

Sponsorship in the half-hour show has been purchased by Mennen Company, through Grey Advertising Inc., and Chesebrough-Pond's Inc., through Norman, Craig & Kummel Inc.

Philadelphia sportscaster Jim Leaming will be the commentator for the 14-week series, which will be packaged by Tel Ra Productions.

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NBC COLOR TELEVISION NEWS



July 5, 1962

GROUCHO MARX WILL BE PROGRAM HOST OF 'TONIGHT'
ON COLOR BROADCASTS THE WEEK OF AUG. 20-24

Groucho Marx will be host of NBC-TV's "Tonight" show the week of Aug. 20-24 (NBC-TV color broadcasts, Monday through Friday, 11:15 p.m.-1 a.m. EDT).

Best-known in television for his skill as a quizmaster, Groucho's versatility in other fields has been attested to by his best-selling autobiography "Groucho and Me," his motion pictures made with his brothers (which are classics of comedy), and his sole venture into the field of playwrighting which found him as co-author (with Norman Krasna) of the comedy "Time Out For Elizabeth."

Groucho's TV show ("You Bet Your Life" -- later called "The Groucho Show") ran for 11 years in prime time on NBC-TV and for three years on radio, prior to its booking on TV. The comedian most recently appeared on NBC-TV in October of 1961 as narrator of the special "Merrily We Roll Along." In April of 1960, he played the role of Ko-Ko, the Lord High Executioner on the "Bell Telephone Hour" production of "The Mikado."

Although Groucho has appeared as a guest on the "Tonight" show on several occasions, this will mark his first assignment as host of the late-night series.

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NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR AUGUST

(All Times EDT)

Wednesday through Friday, Aug. 1-3

10:30-11 a.m. -- "Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 Noon-12:30 p.m. -- "Your First Impression."
2-2:25 p.m. -- "The Jan Murray Show."
11:15 p.m.-1 a.m. -- "Tonight."

Wednesday, Aug. 1

10-10:30 p.m. -- "Play Your Hunch."
10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Aug. 2

9:30-10 p.m. -- "The Lively Ones."
10-11 p.m. -- "Sing Along with Mitch."

Saturday, Aug. 4

9:30-10 a.m. -- "Pip the Piper."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
7:30-8:30 p.m. -- "Tales of Wells Fargo."

Sunday, Aug. 5

5:30-6 p.m. -- "Patterns in Music."
6-6:30 p.m. -- "Meet the Press."
7-7:30 p.m. -- "The Bullwinkle Show."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "Du Pont Show of the Week: "The Richest Man in Bogota."

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2 - NBC-TV's August Color Schedule

Monday through Friday, Aug. 6-10

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 Noon to 12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, Aug. 6

8:30-9 p.m. -- "The Price Is Right."

10-11 p.m. -- "Vincent Van Gogh: A Self Portrait."

Tuesday, Aug. 7

7:30-8:30 p.m. -- "Laramie."

Wednesday, Aug. 8

10-10:30 p.m. -- "Play Your Hunch."

10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Aug. 9

9:30-10 p.m. -- "The Lively Ones."

10-11 p.m. -- "Sing Along with Mitch."

Saturday, Aug. 11

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11 p.m. -- Saturday Night at the Movies: "The Black Rose."

Sunday, Aug. 12

5:30-6 p.m. -- "Patterns in Music."

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

(more)

3 - NBC-TV's August Color Schedule

Monday through Friday, Aug. 13-17

10:30-11 a.m. -- "Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 Noon-12:30 p.m. -- "Your First Impression."
2-2:25 p.m. -- "The Jan Murray Show."
11:15 p.m.-1 a.m. -- "Tonight."

Monday, Aug. 13

8:30-9 p.m. -- "The Price Is Right."
10-11 p.m. -- "Japan: East Is West."

Tuesday, Aug. 14

7:30-8:30 p.m. -- "Laramie."

Wednesday, Aug. 15

10-10:30 p.m. -- "Play Your Hunch."
10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Aug. 16

9:30-10 p.m. -- "The Lively Ones."
10-11 p.m. -- "Sing Along with Mitch."

Friday, Aug. 17

9:30-10:30 p.m. -- "Purex Special: "The Indiscriminate Woman."

Saturday, Aug. 18

9:30-10 a.m. -- "Pip the Piper."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
7:30-8:30 p.m. -- "Tales of Wells Fargo."

Sunday, Aug. 19

5:30-6 p.m. -- "Patterns in Music."
6-6:30 p.m. -- "Meet the Press."
7-7:30 p.m. -- "The Bullwinkle Show."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza." (more)

4 - NBC-TV's August Color Schedule

Monday through Friday, Aug. 20-24

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 Noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, Aug. 20

8:30-9 p.m. -- "The Price Is Right."

Tuesday, Aug. 21

7:30-8:30 p.m. -- "Laramie."

Wednesday, Aug. 22

7:30-8:30 p.m. -- "Wagon Train."

10-10:30 p.m. -- "Play Your Hunch."

10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Aug. 23

9:30-10 p.m. -- "The Lively Ones."

10-11 p.m. -- "Sing Along with Mitch."

Saturday, Aug. 25

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

Sunday, Aug. 26

5:30-6 p.m. -- "Patterns in Music."

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

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5 - NBC-TV's August Color Schedule

Monday through Friday, Aug. 27-31

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, Aug. 27

8:30-9 p.m. -- "The Price Is Right."

Tuesday, Aug. 28

7:30-8:30 p.m. -- "Laramie."

Wednesday, Aug. 29

10-10:30 p.m. -- "Play Your Hunch."

10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Aug. 30

9:30-10 p.m. -- "The Lively Ones."

10-11 p.m. -- "Sing Along with Mitch."

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NBC-New York, 7/5/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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ROBERT W. SARNOFF, IN LETTER TO ALL NBC AFFILIATES,

OUTLINES REASONS FOR REPEAL OF EQUAL-TIME

RESTRICTION IN THE COMMUNICATIONS ACT

- - -

States Public Interest Can Only Benefit from the Greater Use
Of Broadcasting's Potential to Bring Campaigns into Home

FOR RELEASE MONDAY A.M., JULY 9

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, in a letter today to all NBC Television and Radio affiliates, outlined the reasons for repeal of the equal-time restriction imposed by Section 315 of the Communications Act, pointing out that "the public interest can only benefit from the greater use of broadcasting's potential to bring political campaigns into the American home."

Mr. Sarnoff wrote the letter in connection with various legislative proposals to enable broadcasters to present major-party candidates without the present penalty of giving equal time to fringe or splinter-party nominees. Hearings on these proposals by the Communications Subcommittee of the Senate Commerce Committee, headed by Senator John O. Pastore (D.-R.I.), are scheduled for the week of July 9 and Mr. Sarnoff will testify on NBC's views.

Mr. Sarnoff's letter reviewed the six measures before the Communications Subcommittee which offer varying degrees of relief from equal-time restrictions and said NBC favors the proposal by Senator Vance Hartke (D.-Ind.) which would eliminate the equal-time requirement altogether.

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"It has long been NBC's position that broadcasters, free of the shackling effect of the equal-time penalty, can and should be trusted to present political candidates fairly and responsibly," he wrote. "In 1960, under the temporary suspension, broadcasters proved us right with a demonstration of public service that has become part of our country's history. We believe they earned the right to keep the freedom they used so well, and to extend it to the presentation of candidates for any political office. That is why I will support the bill that will give the American people the benefits of broadcasting's full potential as a medium of information in political campaigns."

Apart from the legislative proposals, Mr. Sarnoff said, NBC this year will intensify its efforts -- "because we believe it is good programming as well as a matter of good faith" -- to present debates on its own stations where there are only two candidates and the contests are particularly significant.

"I hope you will give the most earnest consideration to inviting candidates to debate on your station in key contests in which you will not be plagued by equal-time problems," he wrote the affiliates.

"I am sure that as a responsible broadcaster you will agree that the public interest can only benefit from the greater use of broadcasting's potential to bring political campaigns into the American home. Obviously, there is no short-range commercial benefit to broadcasters from this course of action, nor even necessarily any long-range business advantage. Yet, I firmly believe that apart from better fulfilling the obligations of our licenses, apart from rendering an important service to our communities, our country and the democratic process, it is a course of enlightened self-interest for every broadcaster. It will benefit everyone with a stake in broadcasting because it can only heighten the vitality, importance and influence of the medium."

EDITORS: Following is the text of a letter sent today (July 6) by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, to all NBC affiliates.

To NBC Affiliates:

Next week the Communications Subcommittee of the Senate Commerce Committee under Senator Pastore's chairmanship will hold hearings on legislative proposals that, in varying degrees, would give broadcasters greater freedom to present political candidates without the "equal time" penalty. I expect to testify on NBC's view of these proposed measures and I plan to send you a copy of my prepared statement as soon as possible after my appearance. Meantime, however, I want to take this opportunity to share some of our thinking with you so that you can arrive at your own conclusions on a matter that deeply affects the role of broadcasting in your individual communities as well as our national life.

Briefly, the six measures under consideration would have these effects:

S. 204, introduced by Senator Magnuson, would repeal the equal-time provision of Section 315 of the Communications Act as it applies to candidates for President and Vice President.

S. J. Res. 193, introduced by Senator Pastore at the request of President Kennedy, would suspend the equal-time requirement for candidates for President and Vice President in 1964.

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S. J. Res. 196, sponsored by Senator Javits, would suspend the equal-time requirement in 1962 for candidates for Senator and Representative.

S. J. Res. 209, introduced by Senator Williams, provides for a suspension for candidates for Governor as well as Senator and Representative in 1962, and for Presidential and Vice Presidential candidates in 1964.

S. 2035, introduced by Senator Pastore, would eliminate the equal-time provision for candidates for President, Vice President, Senator, Representative and Governor.

S. 3434, sponsored by Senator Hartke, would eliminate the equal-time requirement altogether.

It has long been NBC's position that broadcasters, free of the shackling effect of the equal-time penalty, can and should be trusted to present political candidates fairly and responsibly. In 1960, under the temporary suspension, broadcasters proved us right with a demonstration of public service that has become part of our country's history. We believe they earned the right to keep the freedom they used so well, and to extend it to the presentation of candidates for any political office. That is why I will support the bill that will give the American people the benefits of broadcasting's full potential as a medium of information in political campaigns.

On the face of it, that would be Senator Hartke's measure, which would drop the whole subsection on equal time out of Section 315. In doing so, however, this bill has also eliminated the provision that forbids the broadcaster to censor a speech by a political candidate. NBC hopes that this provision can be restored in Senator Hartke's draft, because -- apart from our belief that stations do not want to censor
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3 - Robert W. Sarnoff Letter to NBC Affiliates

political candidates -- the practical difficulties of applying any such control by stations are so great that this responsibility should not be imposed on broadcasters even by implication.

Truly effective support of this bill, or the very similar measure offered by Senator Pastore, will require important local program decisions by NBC affiliates. We can expect opponents of such legislation to point out that most political contests below the Presidential and Vice Presidential level involve only two candidates, so that broadcasters are already free to offer such candidates time to debate without having to present fringe candidates.

As you know, some stations have been enterprising enough to present debates in the past between candidates for state or local office where candidates have been willing to appear. For example, with this objective in 1960, WNBC and WNBC-TV sought an interesting contest in New York in which no fringe candidate could make a claim for equal time. We were able to present a debate between Representative John Lindsay and William vanden Heuvel, his Democratic challenger in the 17th Congressional District in Manhattan, the so-called "Silk Stocking" District.

This year, because we believe it is good programming as well as a matter of good faith, we will intensify our efforts to present debates on our own stations where there are only two candidates and the contests hold particular interest for our listeners and viewers. In Philadelphia, for instance, where we do not expect any equal-time problems, WRCV and WRCV-TV plan to present two debates, one between the candidates for Governor and the other between the candidates for the Senate.

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I hope you will give the most earnest consideration to inviting candidates to debate on your station in key contests in which you will not be plagued by equal-time problems. I believe such programs, particularly in light of "The Great Debate" of 1960, will excite genuine interest among your viewers, play an important role in the political campaign and enhance your record of service to the community.

To seek legislation freeing us from the equal-time bugaboo locally, or to urge that we all take advantage of the opportunity to present candidates where the bugaboo does not exist, is not to suggest by any means that a station should try to set up a debate for every political contest in its coverage area. If a station's signal reaches a dozen or more different Congressional districts -- or even a good many fewer -- it is doubtful that most of the audience would ordinarily care in much detail about the contest in any single district. Yet individual Congressional contests may be particularly significant or interesting. It is to devote proper attention to such campaigns that I believe the repeal of the equal-time penalty should cover Representatives. By the same token, the kind of relief we seek should not be withheld from contests for Mayor, though relatively minor mayoralty campaigns affecting only a fragment of a station's coverage area would hardly warrant extended attention.

I am sure that as a responsible broadcaster you will agree that the public interest can only benefit from the greater use of broadcasting's potential to bring political campaigns into the American home. Obviously, there is no short-range commercial benefit to broad-

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5 - Robert W. Sarnoff Letter to NBC Affiliates

casters from this course of action, nor even necessarily any long-range business advantage. Yet I firmly believe that apart from better fulfilling the obligations of our licenses, apart from rendering an important service to our communities, our country and the democratic process, it is a course of enlightened self-interest for every broadcaster. It will benefit everyone with a stake in broadcasting because it can only heighten the vitality, importance and influence of the medium.

With best wishes.

Sincerely,

(signed) BOB SARNOFF

NATIONAL BROADCASTING COMPANY

FROM BOB SARNOFF

July 8, 1962

To the TV-Radio Editor:

Next season's television schedules have been virtually complete for weeks and, in fact, much of the new programming is already in production. But some of the most potentially exciting, informative and important programs of the season ahead -- and for years to come -- now hinge on a decision that must still be made. It is a decision in which I believe you have an important stake, not only as someone with a special interest in broadcasting but as a journalist and a citizen.

The decision will begin to take shape this week in Washington before the Senate Communications Subcommittee. It will determine what relief, if any, the American people will receive from an outmoded law that still hampers broadcasting's potential to communicate the most vivid and direct knowledge of the candidates and issues presented for their judgment at the polls. It will determine whether they will have such relief in time for this fall's campaign when they must choose 35 Governors, 38 Senators and 435 Representatives.

As you know, broadcasting made history in 1960 in the unprecedented degree to which it brought a Presidential campaign home to the whole nation. To an extent, this was made possible by the 1959 amendment -- still part of the law -- that exempted news coverage from the "equal time" provision of Section 315 of the Communications Act. Mostly, however, it was the result of the complete suspension of this provision in 1960 as it applied to the Presidential and Vice Presidential candidates. Thus, freed of the penalty that would have required giving equal time to fourteen other Presidential candidates, broadcasters were able to present "The Great Debate" between John F. Kennedy and Richard M. Nixon, as well as other informative programs in which they figured.

But this freedom was merely on loan; it ended with the 1960 campaign and, in one form or another, it must be renewed if such programs are ever to be presented again.

Despite some nit-picking on the fringes, the performance of broadcasters in the 1960 campaign won an overwhelming consensus of praise for its fairness and responsibility, its stimulation of interest in the election and its contributions to the public's knowledge and understanding of the candidates and issues.

This outstanding service by broadcasters was thoroughly documented by the Federal Communications Commission, which, under the enabling legislation, kept close tabs on what we were doing in the campaign. It has been applauded by the press, by educators, by public men of differing political persuasions. It has been hailed in the 1961 report of the Senate Commerce Committee -- where the equal-time suspension originated -- as "a huge success."

There is no question in my mind that Congress will enable broadcasting to continue this valuable role in future Presidential campaigns; the success already achieved seems to me to have created an irresistible momentum. In fact, two of the bills that the Communications Subcommittee of the Senate Commerce Committee will start considering within a few days are expressly designed for that purpose. One, sponsored by Senator Warren Magnuson of Washington, the Committee Chairman, would permanently end the equal-time requirement in contests for President and Vice President. The other, introduced at President Kennedy's request to carry out a recommendation of his Commission on Campaign Costs, calls for another temporary suspension of the equal-time provision in the 1964 campaign for President and Vice President.

But frankly, I believe the question of how we will be able to perform in the 1962 campaign is a matter of greater immediate concern, and the prospects of helpful legislation are less clear. It is my conviction that the freedom broadcasters exercised so responsibly in the 1960 Presidential campaign can and should also serve the country well in contests for all political offices -- and the time to start is in the campaign just ahead.

Four measures before the Subcommittee make differing approaches to this goal:

Senator Jacob Javits of New York has introduced a joint resolution that would lift the equal-time restriction temporarily for the 1962 campaign and only in the contests for U.S. Senator and Representative.

Senator Harrison Williams of New Jersey is the sponsor of a joint resolution that would suspend the equal-time provision in 1962 for candidates for Governor as well as Senator and Representative, and for Presidential and Vice Presidential candidates in 1964.

Senator John Pastore of Rhode Island, Chairman of the Subcommittee, has introduced a bill that would end the equal-time restriction permanently for President, Vice President, U.S. Senator, Representative and Governor.

Senator Vance Hartke of Indiana has sponsored a bill that would eliminate the equal-time requirement altogether.

Passage of any one of these proposals -- or, for that matter, of the other two bills pending -- would enlarge broadcasting's opportunity to serve the public better, and we should be grateful for all of them. In choosing among them, I would favor legislation that provides the maximum freedom in presenting candidates for any political office and I plan to testify before the Subcommittee on that position in greater detail.

The need for such legislation may seem less clear-cut and dramatic than the case for ending the equal-time penalty in Presidential contests. In many of the campaigns for Senator, Representative and Governor, of course, there are only two candidates. In such cases, broadcasters are already free to invite candidates to debate the issues without having to give equal time to fringe

contenders. In two-candidate contests that we consider appropriate for such treatment, NBC's owned stations this fall will attempt to bring the opponents together for on-the-air debate or discussion. In Philadelphia, for instance, the NBC-owned WRCV and WRCV-TV plan to present two debates in prime evening time -- one between the candidates for Senator and the other between those running for Governor. I am also calling the attention of NBC's television and radio affiliates to their own opportunities to present important confrontations where feasible and I am confident that broadcasters generally will present more programs of this kind than ever before.

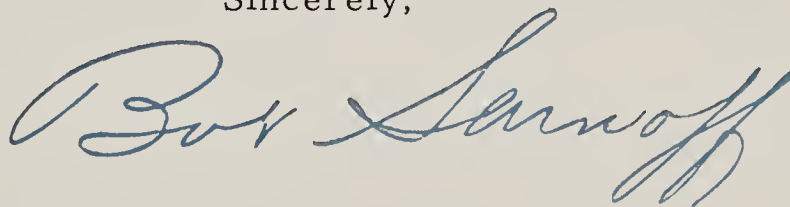
But in many key contests, the existing law will be a stumbling block. For example, during the last off-year elections in 1958, 14 out of 34 Senatorial contests involved more than two candidates; the 14 states in which that was the case contained 45% of the national population. One of these was New Jersey, where six fringe-party candidates ran in addition to the two major-party nominees. Under the law, broadcasters who presented the Democrat and the Republican would have had to give as much time to each of the six other candidates; yet all six put together polled only 1.7% of the vote. We expect the same problem this fall in the nation's most interesting and newsworthy contests.

In seeking relief from this problem, it is certainly not the intention of broadcasters to be anything but even-handed between the two major candidates for any office; equal treatment in this respect is assured, I believe, by past performance and a powerful tradition of balance in treating the major parties.

And it is not the intention of broadcasters to shut the studio door on all but the major-party candidates. We want to be free to give minor-party candidates the attention warranted by news judgment and their own following. And we have made it plain that we would also give fair treatment to the candidates of a third party of any consequence by presenting them to an extent commensurate with the best available estimates of the party's importance.

But to compel broadcasters -- as the present law does -- to give just as much time to the most frivolous or quixotic fringe candidate as to each of the two major nominees strikes me as unreasonable and lopsided -- just as it would be to have to give him equal space on Page One. I hope Congress will provide the remedy in time for the 1962 campaign.

Sincerely,

A handwritten signature in blue ink, reading "Bob Sarnoff". The signature is written in a cursive, flowing style with a large, prominent "B" and "S".

July 6, 1962

KIMA-TV (YAKIMA, WASH.) WILL BECOME
AN NBC-TV PRIME AFFILIATE ON JAN. 1

KIMA-TV, Yakima, Wash. (Channel 29), will become an NBC-TV primary affiliate on Jan. 1, 1963, it was announced jointly today by Tom Bostic, President of Cascade Broadcasting Company, operators of the station, and Tom Knode, Vice President, Station Relations, National Broadcasting Company.

The primary affiliation will also extend to Cascade Broadcasting Company's associated stations, KEPR-TV, Pasco, Wash., and KLEW-TV, Lewiston, Idaho. KIMA-TV and its owned stations have been primary affiliates of CBS-TV.

Jack Reber is Vice President and General Manager of Cascade Broadcasting Company.

Mr. Bostic said: "We are delighted with our new association with NBC-TV. We will certainly take full advantage of NBC-TV's leadership in the areas of color broadcasting and news and public affairs programming."

Mr. Knode said: "NBC is particularly pleased with its important new representation in the booming Yakima Valley and Central Washington area."

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NBC RADIO NETWORK NEWS

July 6, 1962

NBC RADIO RECEIVES NATIONAL SCHOOL BELL AWARD

FOR EPISODE OF 'DEMOCRACY IN AMERICA' SERIES

Network Cited for 'Distinguished Interpretation of Education'

The NBC Radio Network has received the 1962 National School Bell Award for "distinguished interpretation of education during the year ended April 1, 1962 aired over a national radio network."

The National School Public Relations Association, a division of the National Education Association, made the award to NBC Radio for "Common Sense and Moonshine," an episode in the network's "Democracy in America" series based on the classic 19th century work of Alexis de Tocqueville bearing the same title.

George A. Graham Jr., Vice President and General Manager, NBC Radio Network, accepted the National School Bell Award at the National Education Association convention in Denver, Friday, July 6. In his acceptance speech he told the gathering, "Primarily, broadcasters are engaged in the business of entertaining. But in recent years we have come to realize that our duty is not only to entertain, but also to inform the American public. And it is through such series as "Democracy in America that network and stations jointly function to successfully entertain, aid and inform listeners."

Summing up the contribution broadcasters can make to education, Mr. Graham chose a quote from Tocqueville: "In America, it is not only a portion of the people who try to improve the state of society, but the whole community is engaged in the task."

(more)

2 - School Bell Award

"Common Sense and Moonshine" was the 10th half-hour installment of the 14-program series broadcast weekly by NBC Radio from Jan. 17 through April 18. Subject of the award-winning show broadcast March 21 was the American faith in education as it had been observed by Tocqueville in the 1830's.

The "Democracy in America" series was directed and based on research by George E. Probst, Adjunct Associate Professor of American History, New York University. It was prepared by the Division of General Education of New York University with the assistance of The Fund for Adult Education.

Writers were Lister Sinclair and George E. Probst. Perry Miller, Professor of American Literature, Harvard University acted as consultant. "Democracy in America" was produced in the studios of the Canadian Broadcasting Corporation by Andrew Allan. Music was composed and conducted by Lucio Agostini.

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NBC-New York, 7/6/62

CREDITS AND ROSTERS FOR FIRST 1962 ALL-STAR BASEBALL GAME
ON NBC-TV (IN COLOR) AND NBC RADIO NETWORKS JULY 10

Time: Tuesday, July 10, at 12:45 p.m. EDT --
15 minutes before game time. TV
coverage in color.

Program Coverage: 32nd All-Star Baseball Game at
Washington's District of Columbia
Stadium. Classic has been covered
by NBC-TV every year since 1950, and
by NBC Radio every year since 1957.
Five color TV cameras will be used
for the coverage: One elevated behind
first base, one elevated behind third
base, two elevated behind home plate
in press box, one in center field.

TV Commentators: Mel Allen and Joe Garagiola.

Radio Commentators: Lindsey Nelson and John MacLean.

TV Producer: Perry Smith.

TV Director: Harry Coyle.

Radio Director: Len Dillon.

Sponsors (and Agencies): Chrysler Corporation (Leo Burnett
Company Inc.) and Gillette Safety
Razor Company (Maxon Inc.).

NBC Press Representative: Bob Goldwater, New York.

* * *
(more)

REPORTS AND REPORTS FOR THE YEAR 1964
ON THE 15th (1964) AND THE 15th (1964)

1964

REPORTS FOR THE YEAR 1964

REPORTS FOR THE YEAR 1964

REPORTS FOR THE YEAR 1964

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REPORTS FOR THE YEAR 1964

ROSTERS COMPLETED FOR FIRST ALL-STAR GAME

Pitchers and reserves have been selected by managers Fred Hutchinson of the National League and Ralph Houk of the American League to complete the 25-man squads for the first All-Star Game on Tuesday, July 10. Here are the full rosters (* indicates starters picked in the player poll):

NATIONAL LEAGUE

Pitchers

Don Drysdale (Los Angeles)
Dick Farrell (Houston)
Bob Gibson (St. Louis)
Sandy Koufax (Los Angeles)
Juan Marichal (San Francisco)
Bob Purkey (Cincinnati)
Bob Shaw (Milwaukee)

AMERICAN LEAGUE

Hank Aguirre (Detroit)
Jim Bunning (Detroit)
Dick Donovan (Cleveland)
Bill Monbouquette (Boston)
Camilo Pascual (Minnesota)
Dave Stenhouse (Washington)
Ralph Terry (New York)
Hoyt Wilhelm (Baltimore)

Catchers

*Del Crandall (Milwaukee)
John Roseboro (Los Angeles)

*Earl Battey (Minnesota)
Elston Howard (New York)
John Romano (Cleveland)

Infielders

*Orlando Cepeda (San Francisco)
*Bill Mazeroski (Pittsburgh)
*Ken Boyer (St. Louis)
*Dick Groat (Pittsburgh)
Ernie Banks (Chicago)
Frank Bolling (Milwaukee)
Jim Davenport (San Francisco)
Maury Wills (Los Angeles)

*Jim Gentile (Baltimore)
*Bill Moran (Los Angeles)
*Rich Rollins (Minnesota)
*Luis Aparicio (Chicago)
Norm Siebern (Kansas City)
Bobby Richardson (New York)
Brooks Robinson (Baltimore)
Tom Tresh (New York)

Outfielders

*Tommy Davis (Los Angeles)
*Willie Mays (San Francisco)
*Roberto Clemente (Pittsburgh)
Hank Aaron (Milwaukee)
Felipe Alou (San Francisco)
Richie Ashburn (New York)
John Callison (Philadelphia)
Stan Musial (St. Louis)

*Leon Wagner (Los Angeles)
*Mickey Mantle (New York)
*Roger Maris (New York)
Rocky Colavito (Detroit)
Jim Landis (Chicago)
Lee Thomas (Los Angeles)

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COMMITTEE REPORT FOR THE YEAR

Following are members who have been elected to the various
 positions of the National Union and their term of office
 expires on January 1, 1945. The term of office for the
 President, July 1, 1944, and the full term of office
 expires on January 1, 1945.

NATIONAL LEADER

NATIONAL LEADER

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)
 John Brown (Treasurer)
 John Brown (Committee Chairman)
 John Brown (Committee Member)

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)
 John Brown (Treasurer)
 John Brown (Committee Chairman)
 John Brown (Committee Member)

STATE LEADER

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)

CITY LEADER

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)
 John Brown (Treasurer)
 John Brown (Committee Chairman)
 John Brown (Committee Member)

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)
 John Brown (Treasurer)
 John Brown (Committee Chairman)
 John Brown (Committee Member)

UNIT LEADER

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)
 John Brown (Treasurer)
 John Brown (Committee Chairman)
 John Brown (Committee Member)

John Brown (President)
 John Brown (Vice President)
 John Brown (Secretary)
 John Brown (Treasurer)
 John Brown (Committee Chairman)
 John Brown (Committee Member)

July 9, 1962

LOUIS MARX AND COMPANY TO SPONSOR 'MARX MAGIC MIDWAY'
ON NBC-TV NETWORK SATURDAYS BEGINNING SEPT. 22

"Marx Magic Midway," a new children's series combining circus, magic and variety acts, and starring Claude Kirchner as ringmaster, will have its premiere on NBC-TV Saturday, Sept. 22 (11:30 a.m.-12 noon NYT). The programs will be staged in New York before a studio audience.

The new series was announced today by Mort Werner, Vice President, Programs, NBC Television Network. It will be sponsored by Louis Marx and Company Inc., toy manufacturers, through Ted Bates and Company Inc.

Kirchner is a 25-year veteran of radio and TV, and was ringmaster of "Super Circus" on ABC-TV for eight years. Since 1956 he has been host of the five-time-a-week "Merrytoon Circus" on WOR-TV, New York.

"Marx Magic Midway" will also feature three veteran clowns -- Douglas Anderson, Paul (Coo Coo) Dooley and 300-pound Bill (Crash) Bailey -- and a seven-piece circus band led by a pert teenage baton twirler to be announced shortly. Features appealing to youngsters and adults will be spotlighted each week, including animal acts, acrobats, tightrope artists and other thrilling attractions.

"Marx Magic Midway" will be packaged by Miller-Shaw Productions Inc., in association with NBC-TV. The producer is Jack Miller, co-creator of the "Captain Kangaroo" TV series. Louis Tyrrell will direct.

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NBC TELEVISION NETWORK NEWS

July 9, 1962

WEEK'S HOSTING ASSIGNMENT ON 'TONIGHT' AUG. 13-17 FOR HUGH DOWNS
WILL CONCLUDE HIS ASSOCIATION WITH THE LATE-NIGHT SHOW
- - -
He Will Be 'Today' Host and Continues on 'Concentration'

When Hugh Downs takes the week's role of host on NBC-TV's "Tonight" Aug. 13-17 (NBC-TV color broadcasts, Monday through Friday, 11:15 p.m.-1 a.m. EDT) he will be concluding his association with the show, on which he has been the regular announcer. Downs will take over as host of NBC-TV's "Today" show (Monday through Friday, 7-9 a.m. EDT) on Monday, Sept. 10.

Downs has been identified with "Tonight" since Jack Paar started as the late-night series' host July 29, 1957. Downs' successor on "Tonight" will be announced.

During the week of Aug. 13-17, Jim Lucas will have the "Tonight" announcing assignment.

Downs will continue as host of NBC-TV's "Concentration" (Monday through Friday, 11:30 a.m.-12 noon EDT).

July 9, 1962

LOS ANGELES AND CHICAGO POLICE USE PRINTS OF NBC-TV PROJECT 20
PROGRAM, 'COPS AND ROBBERS,' FOR TRAINING PURPOSES

The NBC-TV "Project 20" program on the never-ending conflict between the forces of law and lawlessness in America, "Cops and Robbers," has aroused wide interest among law enforcement groups throughout the country.

To date, police departments in two of the nation's largest cities, Los Angeles and Chicago, have obtained prints of the filmed program for training purposes. The program was presented on NBC-TV March 18.

Los Angeles Chief of Police William H. Parker, who has a national reputation for his battles against crime, termed the program one of the best he had ever seen. Chief Parker requested the film for use at the Los Angeles Police Academy, one of the world's leading police training centers.

Police Superintendent Orlando Wilson in Chicago expressed similar interest in the program, and requested a print of the film to be used in his organization.

"Cops and Robbers," starring Edward G. Robinson as storyteller, documented the war against crime in America for more than 300 years.

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ANDREW C. PEARSON, SON OF LEON PEARSON, JOINS NBC NEWS
AS CAMERAMAN-CORRESPONDENT IN SOUTHEAST ASIA

Andrew C. Pearson, son of veteran NBC News correspondent Leon Pearson, has joined NBC News as a cameraman-correspondent in Southeast Asia, based in Hong Kong, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Andrew Pearson will work primarily in spot news and documentary film reporting, but will be called upon when needed for news broadcasts on NBC Radio. His first assignment is coverage of developments in Laos. He will work there with Hong Kong bureau chief James Robinson.

Having attended school in France as a boy while his father was in Europe for NBC News, Pearson has a good command of the French language. He was graduated from Scarsdale (N.Y.) High School and Harvard University, and in the Summer of 1960 took a course in African affairs at Boston University. That Fall, after a month of close observation of the NBC News operation in New York, he went to Guinea, West Africa, to try news film work. He moved to East Africa in the Spring of 1961 to assist Henry Toluzzi, award-winning freelance cameraman.

Andrew Pearson was asked by ABC to cover the severe fighting in Elizabethville between the Katanganese and United Nations troops last December. Risking death, he crossed the "no man's land" in the middle of the city to reach the UN side, where he got extraordinary coverage of the big offensive the UN forces mounted.

He was on a freelance assignment for CBS in Southern Rhodesia, when NBC News offered him the job in Southeast Asia.

Andrew Pearson is a nephew of columnist Drew Pearson.

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NBC COLOR TELEVISION NEWS



July 9, 1962

CREDITS FOR COLOR SERIES, 'THE LIVELY ONES'

Series:

NBC-TV color series, "The Lively
Ones"

Starting Date:

Thursday, July 26, 1962

Time:

Thursdays for eight weeks (9:30 p.m.
EDT. Program takes time period
of vacationing "Hazel" series)

Host:

Vic Damone stars as host of the
program.

Cast:

Joan Staley as Tiger and Shirley Yelm
as Charlie, the perennial "dates"
of Vic Damone.

Producer:

Barry Shear

Director:

Barry Shear

Description:

An off-beat musical program,
originating at many places. Top
singers and instrumentalists of
modern jazz. Among the stars who
will perform in the eight-week
series are Miss Peggy Lee, Ella
Fitzgerald, Stan Kenton, Andre
Previn, Frank Gorshin, Si Zentner,
Peter Nero, Gene Krupa, Woody
Herman, Dave Brubeck, Damita Jo,

(more)

2 - Credits for 'The Lively Ones'

Description: (Cont'd)	Chris Connor, Dorothy Loudon, Shorty Rogers and Cal Tjader.
Conductor:	Jerry Fielding
Writer:	John Bradford
Associate Producers:	Earl Barton, Robert Fallon
Audio:	Bill Cole
Associate Producer:	Rick Oxford
Art Director:	William Morris
Costumes:	Ray Aghayan
Sponsor:	Ford Division of the Ford Motor Company
Agency:	J. Walter Thompson
NBC Press Representatives:	Rolf Gompertz, Burbank; Leonard Meyers, New York.

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NBC-New York, 7/9/62

July 10, 1962

"GENTLEMEN PREFER BLONDES," COLOR FILM WITH MARILYN MONROE
AND JANE RUSSELL, WILL BE CURTAIN-RAISER OF BIG NEW SEASON
ON NBC-TV'S "SATURDAY NIGHT AT THE MOVIES" SEPT. 22
- - -
60 Per Cent of Schedule to Be in Color; 30 TV Premieres Set

"Gentlemen Prefer Blondes," color feature starring Marilyn Monroe and Jane Russell, will open the second season of NBC-TV's "Saturday Night at the Movies" Sept. 22 (9 p.m. to conclusion EDT), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

This will be the first of 30 TV premieres of major Hollywood films scheduled in the 1962-63 season.

Mr. Werner also announced the movies selected for the four succeeding Saturday nights (all four in color):

Sept. 29 -- "Broken Lance," with Spencer Tracy and Robert Wagner

Oct. 6 -- "The Egyptian," with Jean Simmons and Victor Mature

Oct. 13 -- "Three Coins in the Fountain," with Clifton Webb and Dorothy McGuire

Oct. 20 -- "River of No Return," with Marilyn Monroe and Robert Mitchum

(more)

2 - 'Saturday Night at the Movies'

Sixty per cent of the entire 1962-63 schedule will be in color.

Mr. Werner said another package of post-1950 prestige films has been purchased from 20th Century-Fox for the series' second year. They feature many top stars -- some seldom seen on TV -- such as Marilyn Monroe, Richard Burton, Anne Bancroft, Marlon Brando, Susan Hayward, Gregory Peck, Jane Russell, Alec Guinness, Ethel Merman, Charlton Heston, Shelley Winters, Robert Mitchum, Bette Davis, Peter Lawford and Lauren Bacall.

Mr. Werner announced that, in addition to the first five movies 19 others have been selected from the 20th Century-Fox package, but have not been assigned air dates. The films (and their stars) are:

"Beneath the 12-Mile Reef," with Robert Wagner, Terry Moore
(Color)

"Desert Rats," with Richard Burton, James Mason

"White Witch Doctor," with Susan Hayward, Robert Mitchum
(Color)

"Sailor of the King," with Jeffrey Hunter, Michael Rennie

"Night People," with Gregory Peck, Broderick Crawford (Color)

"Desiree," with Marlon Brando, Jean Simmons (Color)

"Rawhide," with Tyrone Power, Susan Hayward

"Hell and High Water," with Richard Widmark, Bella Darvi
(Color)

"Prince Valiant," with James Mason, Janet Leigh (Color)

"Decision Before Dawn," with Gary Merrill, Richard Basehart

"Niagara," with Marilyn Monroe, Joseph Cotten (Color)

"The President's Lady," with Susan Hayward, Charlton Heston

"Deadline USA," with Humphrey Bogart, Ethel Barrymore

(more)

3 - 'Saturday Night at the Movies'

"Kangaroo," with Peter Lawford, Maureen O'Hara (Color)

"My Cousin Rachel," with Olivia de Havilland, Richard
Burton

"King of the Khyber Rifles," with Tyrone Power, Terry
Moore (Color)

"Red Skies of Montana," with Richard Widmark, Jeffrey
Hunter (Color)

"A Woman's World," with Clifton Webb, Lauren Bacall (Color)

"I'd Climb the Highest Mountain," with Susan Hayward (Color)

Each movie will be shown full-length and uncut. Thus many
programs will run beyond two hours.

NBC-TV pioneered a new programming concept last year with
"Saturday Night at the Movies" -- broadcasting star-studded, first-TV-
run movies in prime time weekly -- and the series emerged as one of the
most successful of the season.

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NBC-New York, 7/10/62

REUVEN FRANK WILL DEVOTE FULL TIME TO PRODUCING NBC NEWS SPECIALS
IN 1962-63; RELINQUISHES POST WITH 'HUNTLEY-BRINKLEY
REPORT' AND 'CHET HUNTLEY REPORTING'

Reuven Frank, producer of "The Huntley-Brinkley Report" and "Chet Huntley Reporting" on NBC-TV, will relinquish his post with both programs to devote full time to producing NBC News specials during the 1962-63 season.

The announcement was made today by William R. McAndrew, Executive Vice President, NBC News.

Frank has been producer of both programs since their inception in 1956. During this time, "The Huntley-Brinkley Report" has won 24 major television honors including four Emmys, two Peabody awards and five citations from the Saturday Review. And, for the same period, "Chet Huntley Reporting" won a Peabody award, an Overseas Press Club award and several other honors.

Currently, the Monday-through-Friday "Huntley-Brinkley Report" reaches more people (almost 19,000,000 different homes a week) than any other news program in the free world.

During the past season, Frank produced three news specials, each an hour long. They were "The Many Faces of Spain," "The Land" with Huntley and "Our Man In Vienna" with Brinkley, the last a nominee for a TV Guide Award. All three specials were lauded by TV critics. One of Frank's specials during the coming season will deal with the Common Market.

Frank was producer of NBC News' extensive coverage of the 1960 political conventions and the special election night program, all of which drew wide acclaim.

(more)

His production of last November's coverage of the New York and New Jersey elections brought this comment from Jack Gould of the New York Times: "The News Department of the National Broadcasting Company ran away with the coverage of last night's election returns....The NBC success was a duplication of its earlier beats in reporting elections... It was an example of a model public service that explains NBC's deserved reputation in the news field."

Frank was born in Canada. He attended the University of Toronto, City College of New York and Pulitzer School of Journalism at Columbia University.

He joined NBC News in 1950 after three years as reporter, rewrite man and night city editor of the Newark (N. J.) Evening News. He was news editor of NBC-TV's "Camel News Caravan" and later produced the award-winning "Background" series. He won a Sigma Delta Chi award in 1954 for his script, "The Road to Spandau," the story of imprisoned Nazi leaders.

Frank is 41 years old. He is married to the former Beatrice Kaplow of New York City, and they have two sons, Peter, 12, and James, 8. They live in Tenafly, N. J.

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NBC-New York, 7/10/62

NBC COLOR TELEVISION NEWS



July 10, 1962

ED HERLIHY HAS SEVEN-WEEK ASSIGNMENT AS ANNOUNCER
ON NBC-TV'S 'TONIGHT' COLOR BROADCASTS

Veteran broadcasting personality Ed Herlihy will become the announcer on NBC-TV's "Tonight" Show for seven weeks beginning Monday, Aug. 20 (color broadcasts, Monday through Friday, 11:15 p.m.-1 a.m. EDT). He will have the announcing assignment through Friday, Oct. 5.

Hugh Downs, who has been the announcer on "Tonight" since July, 1957, will be leaving the program after his week as host (Aug. 13-17) during which Jim Lucas will occupy the announcer's chair.

Herlihy is widely known on television for his Kraft commercials (including Perry Como's color broadcasts for several seasons). His voice has been identified, too, with literally hundreds of products since his first association with NBC in 1939.

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NBC TELEVISION NETWORK NEWS

July 10, 1962

'THE GLAMOUR TRAP,' DRAMATIC DOCUMENTARY ON AMERICAN WOMEN'S
ATTITUDES TOWARD BEAUTY, WILL HAVE ENCORE NBC-TV BROADCAST
AS FRIDAY, AUG. 10 'PUREX SPECIAL FOR WOMEN'

Glenda Farrell, Meg Mundy, Marion Seldes, Lenka Peterson and Barbara Dana star in "The Glamour Trap," a dramatic documentary about the American woman's attitudes toward physical beauty and its pursuit, on the Friday, Aug. 10 broadcast of "The Purex Special for Women" (NBC-TV 9:30-10:30 p.m. EDT. A repeat of program originally broadcast Nov. 16, 1961.)

The drama, produced and written by George Lefferts, deals with the hopes, dreams and problems of four women who come to a beauty parlor, operated by a wise and tactful woman (played by Miss Farrell).

Miss Mundy will be seen as a high fashion model whose appearance is her livelihood. Miss Seldes plays a plain girl, convinced she is rejected because she fails to resemble girls in advertisements. Miss Peterson is cast as a young housewife for whom a visit to the beauty salon offers a delightful morale boost, and Barbara Dana will be seen as a teenager who wonders how important beauty will be to her life.

At the conclusion of the dramatic documentary, reporter Pauline Frederick, of NBC News interviews Dr. Sarah Sheiner, a psychoanalyst from New York City's Karen Horney Clinic.

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NBC-TV NETWORK PROGRAM

PAT FONTAINE, A ST. LOUIS 'WEATHER GIRL'
GETS 2-WEEK 'TODAY GIRL' SPOT ON NBC-TV

Pat Fontaine, popular St. Louis television "weather girl," will be the "Today Girl" on NBC-TV's "Today" show during the weeks of July 16 and 23 (Monday through Friday, 7-9 a.m. EDT).

On "Today" Pat will give the weather reports and also take part in various program features, including interviewing guests and presenting women's features.

For the past four years, Pat, an attractive brunette, has been presenting the weather nightly on KMOX-TV in St. Louis. She is seen in New York and other major cities in the "Wildlife" TV series. Last year her children's program, "Outside In," was carried on the same stations.

Pat began her television career in Little Rock, Ark., in 1954 as producer and hostess of the children's show, "Pat's Party." During the next four years she also appeared on "Little Rock Today," a women's series; "Young Ideas," a weekend teenage panel show and other local TV programs, and had her own radio show, before moving to St. Louis as "weather girl."

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NBC-New York, 7/10/62

NBC COLOR TELEVISION NEWS



July 10, 1962

DAUGHTER IS BORN TO SHARI LEWIS

NBC-TV's Shari Lewis gave birth to her first child Sunday night (July 8) at New York's Mt. Sinai Hospital -- a 6-pound, 9-ounce girl.

Saturday morning (July 7) Shari Lewis' last new show of the season was broadcast in color on NBC-TV at 10 o'clock EDT. (Summer repeat programs start July 14).

But Shari's timing wasn't quite as close as it would seem. The July 7 "Shari Lewis Show" -- in which she sang "I Won't Grow Up" with her puppet Lamb Chop -- was actually taped at NBC's color studios on June 21.

Shari named her daughter Mallory.

They will depart the hospital for Shari's Riverside Drive (New York City) apartment Thursday. Shari's husband is Jeremy Tarcher, who packages "The Shari Lewis Show" for NBC through his Tarcher Productions.

While taping her last show, Shari commented to a studio assistant: "I already have eight babies at home -- my puppets. They're a part of me, even though they're made of wool. But this next baby, this miracle, will receive eight times the love."

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FROM THE NATIONAL BROADCASTING COMPANY

400 Fifth Avenue, New York 20, N. Y.

2-X-

ROBERT W. SARNOFF, IN TESTIMONY BEFORE SENATE SUBCOMMITTEE, URGES
REPEAL OF "EQUAL TIME" PROVISION IN TIME TO FREE BROADCASTERS'
HANDS FOR BETTER JOB IN COMMUNICATING 1962 CAMPAIGN TO PUBLIC

WASHINGTON, July 11 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today urged repeal of the "equal time" provision in time to "free the hands of broadcasters to do a better job of communicating the campaign of 1962 to the American people."

In a statement prepared for testimony before the Senate Communications Subcommittee, Mr. Sarnoff said such legislation would make it possible to present on-the-air debates and discussions between major-party candidates for Congress, Governor and other offices without the penalty of granting equal time to fringe candidates in whom the public may have little or no interest.

During the 1958 and 1960 campaigns, he said, one-third of the contests for Governor and U. S. Senator involved such fringe candidates, who typically received only fractions of one per cent of the vote.

Mr. Sarnoff called on Congress to decide whether "to trust broadcasters to be responsible and fair in their coverage of political campaigns and in the presentation of candidates, in accordance with the importance of the individual contests and the nature of the public interest in them; or whether it believes that political coverage should continue to be hobbled by an equal-time restriction which makes a fetish of mechanical equality and thereby diminishes the service broadcasting can provide to the public."

The NBC chief executive pointed out that the lopsided effect of the equal-time provision and its imposition on the public figured

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in the Congressional decision to suspend the law for the 1960 Presidential campaign. In view of what the Senate Commerce Committee itself called the "huge success" of the suspension, which made possible the Kennedy-Nixon debates, he said it was "unthinkable" that broadcasters would not enjoy the same relief in 1964.

"To grant such relief only in Presidential campaigns," he added, "would be to argue that broadcasting should operate in political contests under a double standard -- one set of rules for Presidential and Vice Presidential candidates and a different one for other elected representatives of the people."

Of the six measures pending to give varying degrees of relief from the equal-time provision of Section 315 of the Communications Act, Mr. Sarnoff said two were especially favored by NBC. One, sponsored by Senator Vance Hartke of Indiana, would eliminate the provision as it applies to all offices. The other, introduced by Senator John Pastore of Rhode Island, Chairman of the Subcommittee, would repeal the restraint as it applies to candidates for President, Vice President, Senator, Representative and Governor.

"We have heard a great deal in recent years," Mr. Sarnoff told the Subcommittee, "about what can be done to improve television, and all too often, the suggestions put forward are coercive, censorial or restrictive in nature. Here is a chance to improve television, not by saddling it with new legislation but by removing some that has been chafing too long.

"In the last analysis, however, what is fundamentally at stake is neither the welfare of broadcasting nor the effect this legislation may have on the personal political strategy of individual

(more)

3 - Robert W. Sarnoff

candidates for office. How will it affect the public and the democratic process? Will it stimulate greater interest in voting? Will it provide Americans with greater information and understanding to equip us all better for the difficult task of governing ourselves? I hope you share the conviction it will, and that Congress will act upon it in time for this Fall's campaign."

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NBC-7/11/62

Before the
SUBCOMMITTEE ON COMMUNICATIONS
of the
COMMITTEE ON COMMERCE
of the
UNITED STATES SENATE

STATEMENT
of
ROBERT W. SARNOFF
CHAIRMAN OF THE BOARD
NATIONAL BROADCASTING COMPANY, INC.

July 11, 1962

STATEMENT OF ROBERT W. SARNOFF

Every new election campaign appears to enlist broadcasters in a campaign of their own -- a campaign to enlarge their public service by winning relief from the restrictive effects of Section 315 of the Communications Act. As an old campaigner in this cause, I am grateful to this Subcommittee for the key role you have played in the progress already won. Thanks to the temporary suspension of the equal-time requirement for Presidential and Vice Presidential candidates in 1960, we can appear before you this year with a body of experience that makes its own most eloquent argument for the freedom we have sought for so many years.

As the law stands today, the restraint of Section 315 again hampers broadcasting's full potential to bring candidates and issues vividly and directly to the American people. But in light of the fresh vitality that broadcasting was able to infuse into our country's electoral process in 1960, the burden of proof would now seem to lie on those who would keep the law unchanged.

Certainly where Presidential and Vice Presidential candidates are concerned, it would be unthinkable to retreat from the progress achieved in the last campaign. In view of the broadcasting experience in that campaign -- which the Senate Commerce Committee has officially described as a "huge success" -- I cannot believe that broadcasters will have less freedom in 1964; I hope they will have even more. Yet, in my opinion, this is not the issue that demands our central attention today.

The more immediate question is whether, having demonstrated a new means of invigorating the democratic process, we should not apply it again at the first opportunity -- in the approaching election campaign of 1962.

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In the forthcoming off-year campaign, which by its very nature is a group of contests involving only statewide and local candidates, the equal-time requirement poses more of a problem for individual stations than for national networks. Where only two major candidates will be running for statewide or important local offices this Fall, it will be feasible for broadcasters to present them in debates and discussions. Stations around the country have been presenting such local debates for some time. I believe these efforts will be expanded this year because of the interest stimulated in the debate technique in 1960. Where more than two candidates are running for an office, obstacles arise to this extremely valuable type of presentation. In such cases, under the law as it stands, a station which presents these programs runs the risk of having to grant equal time to fringe candidates in whom the public may have little or no interest.

In an attempt to determine the dimensions of this problem, NBC has examined the contests for Governor, the Senate and the House in 1958 and 1960. We found that a substantial number of these included fringe-party candidates who polled an extremely negligible part of the vote. And it is significant that fringe-party candidates tend to multiply in the most populous areas of the country where usually the most newsworthy campaigns are fought.

Generally speaking, one-third of the contests for Governor and United States Senator involved more than two candidates. How substantial a vote did the fringe candidates receive in these elections? Here are some typical examples:

-- When John F. Kennedy ran for Senator from Massachusetts in 1958, there was a total of four candidates in the field. Between them, the two candidates running on the Socialist-Labor and Prohibitionist tickets polled only six-tenths of 1% of the vote.

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-- In New Jersey in 1958, there were eight candidates for the Senate. Six of them, other than the Democratic and Republican nominees, polled only 1.7% altogether. In 1960, in the same state, there were three fringe-party candidates for the Senate and among them they polled 1.1% of the vote.

-- In Indiana in 1958, there was one fringe-party candidate for the Senate. He received 1.1% of the vote. In 1960, two such candidates entered the race for Governor and received only three-tenths of 1% between them.

-- In the State of Washington in 1958, three fringe-party candidates entered the campaign for the Senate and polled only 1.3% of the vote among them. At least one such candidate entered six out of seven Congressional races in Washington, but the highest total scored on the fringes in any of these districts was six-tenths of 1%.

In such cases, the law operates to discourage the broadcaster from inviting the major candidates to join in debate or discussion on the air, because it requires him to grant equal time to candidates whose interest to the public is no greater than the smattering of votes they command at the polls. If the station does make itself vulnerable to such equal-time claims, the imposition falls most heavily on the public. Presenting such fringe candidates would unjustifiably deprive many viewers of programs they would prefer to see but which must be preempted to make equal time available. Moreover, to give each fringe candidate as much time as each major candidate is to present a lopsided, disproportionate view of the campaign that offends sound journalistic judgment.

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These are all considerations that figured in the Congressional decision that enabled broadcasters to present the major Presidential and Vice Presidential candidates in 1960 without granting equal time to others. There may be differences of degree, but in principle, the same considerations apply to contests for other offices and they warrant the same kind of relief. To grant such relief only in Presidential campaigns would be to argue that broadcasting should operate in political contests under a double standard - one set of rules for Presidential and Vice Presidential candidates and a different one for other elected representatives of the people.

Two objections are most frequently heard to the proposal to end the equal-time requirement of Section 315. One is that some broadcasters might show favoritism to one candidate over another. The second is that such a change in the law might be unfair to minority parties which, by long tradition, have played an important role from time to time in the mainstream of American politics.

As to the first point, I believe the record of the broadcasting industry in the last Presidential campaign, when the equal-time requirement was suspended, is a model of fairness in the presentation of candidates. But there is a longer history of broadcasting fairness in this field. The equal-time requirement applies only to appearances by candidates, and not by their spokesmen. Yet, over the years, broadcasters have not taken advantage of this situation for partisan ends. Against any prospect of unfairness is not only the sense of responsibility of the broadcasters themselves, but the weight of public opinion which is so quickly and vigorously expressed. The same tradition of fairness and the same safeguard of public opinion would continue to operate in political campaigns in the absence of the arbitrary requirement of equal time.

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As to the question of minority candidates, I want to emphasize that we have no desire or intention of freezing them out of broadcast campaign coverage. To seek to overcome the onerous, self-defeating effects of a law that gives them equal time is not by any means to seek to ignore them altogether. What NBC wishes to do is to give reasonable opportunity for exposure to any and all candidates in keeping with the following and position they hold in the community, just as it is reflected, for example, in responsible newspapers and magazines.

Thus, during the campaign of 1960, the law did not require us to present any fringe candidates for President, but NBC undertook on its own initiative to invite seven fringe parties that were on the ballot in various states to appear on a one-hour television program entitled "Minority Viewpoint." Four of those parties agreed to participate in the program, which went on the air October 30. In that way, these minority parties obtained access to a national television audience, but we were able to treat them in reasonable perspective.

An important distinction must be recognized between two kinds of minority parties. One is the fringe party I have just been discussing; the other is the third party of significant size or influence -- whether on the national, regional or local level -- the kind of party that has figured from time to time throughout our history in the mainstream of American politics.

In the case of such a party, we would present its candidates to an extent fully commensurate with the best available estimates of its following and importance. In national terms, we would take into account such factors as the number of states in which the party's candidates appeared on the ballot in which they campaigned, the population of those

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is in the question of financial conditions. There is

agreement that we have no means or means of financial aid for
 present and for the future. It is not the question of financial aid.

There is a note of a few days ago that says that it is an
 attempt to keep the financial conditions. That is the point.

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states and the party's possible impact on the outcome of the contest between the major parties. The same type of considerations would apply on a regional or local basis. Our object would be to present a fair reflection of the third-party candidates in relation to the candidates of the two major parties.

Of the bills before you for consideration, I cannot be truly critical of any and I am grateful for all. The ones favored by NBC are S. 2035 sponsored by Senator Pastore and S. 3434 sponsored by Senator Hartke, though both of these have features we would prefer to see changed.

Under Senator Pastore's bill, relief from the equal-time requirement would not extend to campaigns for mayor; and this could pose a problem in large cities where mayoralty contests can develop intense interest and sometimes involve several minor candidates. Indeed, some of the most conspicuous inequities resulting from the application of equal time have occurred in such contests, notably in Chicago, where one perennial fringe candidate is Mr. Lar Daly.

For this reason, we prefer the approach of Senator Hartke's bill, which eliminates the equal-time requirement altogether, regardless of the office at stake. But the language of both bills has the effect of also eliminating the provision forbidding broadcasters from censoring political candidates. We do not believe broadcasters desire the right to censor candidates. Not only would it be inappropriate, in our view, but it would be a function extremely difficult to exercise properly in the heat of a campaign, and with political presentations often on an extemporaneous basis. The courts have wisely ruled that since broadcasters are prohibited from censoring a candidate they are also protected from liability for defamation based on the candidate's remarks. We believe the resulting situation is a sensible one that need not be disturbed.

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The basic consideration does not rest in these matters of detail. It rests on the broad question of whether the Congress is willing to trust broadcasters to be responsible and fair in their coverage of political campaigns and in the presentation of candidates, in accordance with the importance of the individual contests and the nature of the public interest in them; or whether it believes that political coverage should continue to be hobbled by an equal-time restriction which makes a fetish of mechanical equality and thereby diminishes the service broadcasting can provide to the public.

It is my earnest hope that you will agree upon a bill that will free the hands of broadcasters to do a better job of communicating the campaign of 1962 to the American people. We have heard a great deal in recent years about what can be done to improve television, and all too often, the suggestions put forward are coercive, censorial or restrictive in nature. Here is a chance to improve television not by saddling it with new legislation but by removing some that has been chafing too long.

In the last analysis, however, what is fundamentally at stake is neither the welfare of broadcasting nor the effect this legislation may have on the personal political strategy of individual candidates for office. How will it affect the public and the democratic process? Will it stimulate greater interest in voting? Will it provide Americans with greater information and understanding to equip us all better for the difficult task of governing ourselves? I hope you share the conviction it will, and that Congress will act upon it in time for this Fall's campaign.

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TELSTAR

FIRST LIVE TRANSATLANTIC
TELEVISION BROADCAST

NEWS

PRODUCED JOINTLY BY ABC NEWS · CBS NEWS · NBC NEWS

July 11, 1962

FIRST LIVE TRANS-ATLANTIC TV PROGRAMS TO BE TRANSMITTED
BETWEEN 3 U.S. NETWORKS AND EUROPEAN TV ORGANIZATIONS
SCHEDULED FOR BROADCAST VIA TELSTAR SATELLITE JULY 23

The first live trans-Atlantic television programs to be transmitted between the three American networks and European television organizations are scheduled to be broadcast via the Telstar satellite on Monday, July 23.

The two historic programs, each about 15 minutes in length, will be relayed by the communications satellite -- one from North America to Europe and the other from Europe to North America.

The date of July 23 was selected because it is the first day after the launching of Telstar that programs of equal length can be transmitted during successive orbits of the satellite and shown on each continent during normal viewing hours.

The planning and execution of the two programs will mark the most extensive cooperative effort ever undertaken by the American television networks and European broadcast organizations.

The first program will be produced jointly by the three network news departments: ABC News, CBS News and NBC News. It will include live remote pickups from several points showing actual events as they are happening in North America at the time of the broadcast.

The second program will be produced by the 16-nation European Broadcasting Union. It will include live pictures from widely separated points, representative of Europe's mountains, rivers and capital cities.

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Both programs will be relayed between the continents by the Telstar satellite, which was launched into orbit yesterday (July 10) under an agreement between the Bell Telephone System and the National Aeronautics and Space Administration.

The American program will cover those events which the network news staffs determine to be among the most important and interesting occurring at the time of the broadcast. The live television pictures will be transmitted from various points in North America to New York, where they will be assembled and sent on to a Bell System ground station in Andover, Me.

The ground station at Andover will beam the program and its English language commentary to the Telstar satellite, which will rebroadcast it to a ground station at Goonhilly in Cornwall, England. From Goonhilly, the program will be sent to television stations around Europe. Commentary in six other languages -- French, German, Italian, Swedish, Dutch, and Spanish -- will be sent on regular telephone circuits to Europe.

The European program will be coordinated in Brussels and will be transmitted on Eurovision lines to Goonhilly. The Goonhilly station will beam the signal to Telstar which will rebroadcast it to the Andover station. From there it will be fed on TV lines to New York and the three networks. Before transmission to the United States, the pictures from European locations will be converted from three European line standards (625, 405 and 819) to the U. S. standard of 525.

The production of the American program is being coordinated by a committee of three representing the three networks -- Ted Fetter of ABC, Fred Friendly of CBS and Gerald Green of NBC. Executive producer of the European program is Aubrey Singer, assistant head of television outside broadcasts for the British Broadcasting Corporation.

NBC TELEVISION NETWORK NEWS

July 11, 1962

NBC NEWS SPECIAL OF JULY 10 INCLUDED FIRST TV PICTURES RELAYED BY THE TELSTAR COMMUNICATIONS SATELLITE

A special NBC News program which included the first television pictures relayed by communications satellite was presented on the NBC-TV Network last night (Tuesday, July 10, 7:30 p.m. EDT).

The program showed television pictures that were beamed from a ground station in Andover, Me., to the Telstar satellite, which amplified them and rebroadcast them to another station at Holmdel, N. J.

NBC News correspondent Merrill Mueller, served as anchorman in New York on the NBC program. NBC News aerospace correspondent Roy Neal appeared on satellite transmission from Andover.

The satellite broadcast included statements by Frederick H. Kappel, Chairman of the Board of the American Telephone and Telegraph Company, and Newton N. Minow, Chairman of the Federal Communications Commission. There were also pictures of Vice President Lyndon B. Johnson and members of Congress in Washington.

The program was sponsored by the Gulf Oil Corporation as another in a series of NBC Special News Reports.

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July 11, 1962

HALOID COMPANY BUYS FULL SPONSORSHIP
OF 12 'CHET HUNTLEY REPORTING'
PROGRAMS ON NBC-TV IN 1962-63

The Haloid Company, manufacturer of Xerox, has purchased full sponsorship of 12 of NBC-TV's "Chet Huntley Reporting" programs during the 1962-63 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The first program sponsored by Haloid will be on Oct. 16, and the last program will be on June 25.

"Chet Huntley Reporting" will be presented in a new time period -- Tuesdays, 10:30-11 p.m. NYT -- beginning Oct. 2. It is currently broadcast Fridays, 10:30-11 p.m. NYT.

"Chet Huntley Reporting" will continue to present live or taped commentary by NBC News correspondent Chet Huntley, interspersed with film inserts specially shot for the series. Each week a highlight of the contemporary national or international scene will be presented by Huntley.

The Haloid order was placed through Papert, Koenig, Lois, Inc.

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July 11, 1962

MENTHOLATUM PURCHASES SPONSORSHIP IN 7 NIGHTTIME PROGRAMS
ON NBC TELEVISION'S 1962-63 SCHEDULE

Mentholatum Company has purchased sponsorship in seven of NBC-TV's 1962-63 nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The seven programs are: "McKeever and the Colonel" (Sundays), "Laramie" and "Chet Huntley Reporting" (Tuesdays), "The Virginian" (Wednesdays), "The Wide Country" (Thursdays), and "International Showtime" and "The Jack Paar Show" (Fridays).

The Mentholatum order was placed through J. Walter Thompson Company.

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THE HISTORY OF THE

REIGN OF THE EMPEROR OF THE EAST

FROM THE DEATH OF THE EMPEROR OF THE WEST TO THE PRESENT TIME

BY

JOHN

July 12, 1962

PITTSBURGH PLATE GLASS BUYS INTO 'LARAMIE'
AND 'INTERNATIONAL SHOWTIME' ON NBC-TV

Purchase of sponsorship by Pittsburgh Plate Glass in NBC-TV's "Laramie" and "International Showtime" during the 1962-63 season was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Pittsburgh Plate Glass also renewed its co-sponsorship of "David Brinkley's Journal" color broadcasts, as previously announced.

"Laramie," which will begin its fourth season (its second in color) Tuesday, Sept. 25, 7:30-8:30 p.m. NYT, stars Robert Fuller, John Smith, Spring Byington and Dennis Holmes.

"International Showtime" will start its second season on NBC-TV Friday, Sept. 14, 7:30-8:30 p.m. NYT, and will continue to feature circuses, ice shows, and aquatic, magic and other arena shows produced on tape as the performances are presented in cities overseas. Don Ameche will be host of the series.

The Pittsburgh Plate Glass orders were placed through Maxon, Inc.

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July 12, 1962

CHESEBROUGH-POND'S BUYS SPONSORSHIP IN 7 NEW NBC-TV 1962-63
NIGHTTIME SHOWS AND 'SATURDAY NIGHT AT THE MOVIES'

Chesebrough-Pond's has bought sponsorship in seven new NBC-TV 1962-63 nighttime programs and "Saturday Night at the Movies," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The seven new shows are: "McKeever and the Colonel" (Sundays), "It's a Man's World" and "Saints and Sinners" (Mondays), "The Virginian" and "The Eleventh Hour" (Wednesdays), "Wide Country" (Thursdays), and "Sam Benedict" (Saturdays).

The Chesebrough-Pond's order was placed through Norman, Craig & Kummel Inc.

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NBC TELEVISION NETWORK NEWS

July 12, 1962

'THIS IS NBC NEWS' WILL ALTER FORMAT FOR COMPREHENSIVE COVERAGE
OF WEEK'S TOP STORIES AND TAKE NEW SUNDAY TIME-SPOT ON OCT. 14

"This Is NBC News," NBC-TV's Sunday afternoon news program, will be broadcast two hours earlier -- at 4:30 p.m. NYT -- starting Oct. 14, when the series also will alter its format to provide comprehensive coverage of the week's top news stories.

Ray Scherer, NBC News White House correspondent, will continue as anchorman in Washington, and open each program with a summary of the late news.

"This Is NBC News," now broadcast from 6:30-7 p.m. NYT, started June 3 as a series spotlighting NBC News' foreign correspondents, and each week presenting a feature story by one of them.

Starting in October, the program will present news stories from several correspondents in this country and abroad on the major newsmaking events of the past week.

"The new format," explained William B. Monroe Jr., executive producer of the program, "will give our correspondents an opportunity to do two things they don't usually have a chance to do in their routine reporting. First, they will be providing longer, more complete stories on important news in their areas. Second, they will be seen on-camera in the course of their film reports. Ordinarily, they are either heard in brief voice broadcasts or narrate their film reports off-camera."

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NBC TELEVISION NETWORK NEWS

July 12, 1962

FIRST EUROPE-TO-U.S. TV TRANSMISSIONS, RELAYED BY TELSTAR,
CARRIED ON TWO NBC NEWS SPECIAL PROGRAMS OF JULY 11

The first television transmissions from Europe to America, relayed by the Telstar communications satellite, were carried on two special NBC News programs last night (Wednesday, July 11).

The first trans-Atlantic broadcast, beamed via Telstar from Lannion on the Brittany coast of France, was carried in a special program, "Telstar: TV from Europe" 7:30-7:45 p.m. EDT. NBC News correspondent Merrill Mueller served as anchorman.

The second transmission was broadcast from Goonhilly in Cornwall, England, and was included in the special program, "The Telstar Story," (10:30-11 p.m. EDT). Chet Huntley was on-the-air reporter.

"Telstar: TV from Europe" began with background reports on the satellite project by Mueller in New York and aerospace correspondent Roy Neal in Andover, Me., site of the U. S. ground station.

Reception from France began at 7:34 p.m. EDT and ran for eight minutes, starting with a test pattern and continuing through a pre-recorded program. This included a message of greetings by French Communications Minister Jacques Murette.

The French broadcast also carried scenes of Paris, songs by Yves Montand and Michele Arnaud, and other performances in television studios in Paris.

The NBC News program concluded with live audio reports by NBC News correspondents Joseph C. Harsch in London and John Rich in Paris. Harsch reported that the French broadcast was also received in England.

(more)

2 - Telstar

Rich said that it was not carried simultaneously on French television because there were not yet TV lines from Lannion to Paris.

The program was produced by James Kitchell and sponsored by the Gulf Oil Corporation as another in a series of NBC Special News Reports.

"The Story of Telstar" carried the British transmission as well as portions of the French broadcast and the first Telstar transmission between points in this country.

The program examined the design, construction, testing and launching of Telstar and its significance for the future of international communications. There were scenes of the three giant transmitting and receiving stations at Andover, Goonhilly and Lannion.

NBC News reporter Johnny Apple interviewed an Englishman who recalled the first trans-Atlantic broadcast of Marconi and a town official in Andover who described the local effects of the satellite station.

"The Telstar Story" was produced by Reuven Frank. Phillips Wylly was associate producer. The program was sponsored by the Bell Telephone System.

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NBC-New York, 7/12/62

NBC COLOR TELEVISION NEWS



July 12, 1962

'THE JOEY BISHOP SHOW' GOES INTO PRODUCTION
FOR SATURDAY NIGHT COLOR PROGRAMS ON NBC-TV

NBC-TV's "The Joey Bishop Show," starring the dead-pan comedian as TV entertainer Joey Barnes, resumes production this week at Desilu Studios in Hollywood. The weekly series, to be a color attraction during the 1962-63 season -- its second -- will return to the network in a new day and time period, starting Saturday, Sept. 15 (8:30 to 9 p.m. NYT).

Headlining a new cast of series regulars with Bishop will be Abby Dalton, co-starring as Laurie Barnes, Joey's bride.

Joe Besser will be featured as Jillson, the janitor of Joey's apartment building, and Guy Marks as Freddie, Joey's manager and side-kick. Guest stars will appear in various episodes throughout the season.

The initial episode -- "The Honeymoon" by Iz Elinson and Fred S. Fox -- will mark the end of bachelorhood and the start of a new and exciting life for Joey Barnes, a rising TV entertainer whose on-stage and off-stage antics will provide subjects for subsequent episodes.

Marvin Marx is producer, James V. Kern is director and other regular writers include Stan Dreben and Harry Crane, and Fred Freeman and Gary Marshall.

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NBC TELEVISION NETWORK NEWS²X-H

July 13, 1962

PRODUCERS NAMED FOR TWO NBC NEWS SERIES

GERALD GREEN ASSIGNED TO 'CHET HUNTLEY REPORTING'
AND ELIOT FRANKEL TO 'HUNTLEY-BRINKLEY REPORT'

Gerald Green, former producer of the "Today" show, has been named producer of "Chet Huntley Reporting," and Eliot Frankel, associate producer of "The Huntley-Brinkley Report," has been named producer of the latter series.

The two assignments for the NBC-TV programs were announced today by William R. McAndrew, Executive Vice President, NBC News. Green and Frankel will be filling posts previously held by Reuven Frank, who will produce several NBC News specials during the coming season.

Green's "Chet Huntley Reporting" assignment will begin with the Friday, Aug. 10 (10:30-11 p.m. EDT) program. Author of six books, Green first joined NBC News in 1950 as a staff writer.

He was successively news editor, managing editor and finally producer on the "Today" show during the 1951-56 period. He then produced "Wide Wide World" before he left NBC to travel and write. His latest work, "Portofino PTA," is a non-fiction account of a hilarious summer with his family on the Italian Riviera.

His other works have been "His Majesty O'Keefe," "The Sword and the Sun," "The Heartless Light," "The Lotus Eaters" and "The Last Angry Man," the last of which was a best-seller and was made into a movie.

(more)

2 - Gerald Green and Eliot Frankel

Green returned to NBC News last year and produced three full-hour specials: "The Uncommitted," a "JFK Report" and "The Peace Corps in Tanganyika."

Born in Brooklyn, Green was educated at Columbia University. He worked for International News Service from 1947 to 1950.

Green, 40, lives in Stamford, Conn., with his wife, the former Marie Pomposelli of New York. They have three children, Nancy, 10; Ted, 8, and David, 6.

Eliot Frankel was associate producer of "The Huntley-Brinkley Report" when the program began in 1956. He will take over as producer with the Monday, Aug. 6 program. (The series is broadcast Mondays through Fridays, 6:45-7 p.m. EDT).

Frankel was born and reared near New Brunswick, N. J., and educated at Rutgers, Vanderbilt and Columbia Universities. After service in the Air Corps during World War II, he became a reporter for the Nashville Tennessean, and the Newark (N.J.) Evening News.

He joined NBC News in 1950 as a staff writer, and later became night editor for "Today." Frankel was associate producer of the "Outlook" series and during the 1960 convention and election coverage, he was a key member of the production unit.

He is 39 years old and lives in Hillsdale, N. J. Frankel and his wife, the former Charlotte Hartmann of Nashville, have two sons, Charles, 10, and Mark, 6.

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NBC-New York, 7/13/62

NBC COLOR TELEVISION NEWS



July 13, 1962

FCC CHAIRMAN NEWTON N. MINOW WILL BE
GUEST OF 'MEET THE PRESS' ON JULY 22

Newton N. Minow, Chairman of the Federal Communications Commission, will be interviewed on "Meet the Press" Sunday, July 22 (NBC-TV Network color broadcast, 6 p.m. EDT; NBC Radio Network broadcast, 6:30 p.m. EDT).

Mr. Minow will appear on the eve of the first live trans-Atlantic television exchange between the three U. S. TV networks and European TV organizations via the Telstar satellite (to be transmitted Monday, July 23).

The "Meet the Press" TV interview will originate live in Washington. Panelists will be announced later.

NBC COLOR TELEVISION NEWS



July 13, 1962

'U.S. #1: AMERICAN PROFILE' SPECIAL HONORED AT VENICE FESTIVAL

"U. S. #1: American Profile," a full-hour NBC News color special about scenic and historic Highway #1, was awarded second prize -- a bronze medal -- in the television documentary category at the recent Venice Film Festival.

The program was written and produced by Lou Hazam with Van Heflin as narrator. It traced Highway #1 from Fort Kent, Me., to Key West, Fla., with nostalgic, humorous and human interest glimpses of the American past and present. It was broadcast on NBC-TV March 29, 1962.

The production staff included Dan Karasik, associate producer; Tom Priestley and Ray Garner, directors; Constance Gochis, supervising film editor, and Rodney Clurman, production supervisor.

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NBC-TV NETWORK PROGRAM

FILMING 11 EPISODES AHEAD GAVE "IT'S A MAN'S WORLD" PRODUCER
RIGHT KNOWLEDGE OF CHARACTERS FOR INTRODUCTION ON FIRST SHOW

"It's a Man's World," with 11 episodes already filmed, now goes before the cameras at Hollywood's Revue Studios with the episode that is scheduled to launch the new Monday night series on NBC-TV Sept. 17 (7:30-8:30 p.m. NYT).

Producer Peter Tewksbury explained: "Only now, after 11 episodes, do we feel we know our characters well enough to introduce them as they should be introduced."

The episode, entitled "Finders Keepers," was written by the series co-creator, Jim Leighton, with story editor James Menzies. Directing is Tewksbury, the other co-creator.

Leading roles in the episode, as well as the series, are played by Glenn Corbett, as hard-working Wes Macauley; Michael Burns as his kid brother Howie; Ted Bessell as Tom-Tom, described as a well-heeled free spirit; and Randy Boone as Vern Hodges, wandering folk-singer from the backwoods of North Carolina.

Locale for "Finders Keepers," like the series, is the fictional Ohio River college town of Cordella, where the boys live -- on a houseboat named "The Elephant."

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NBC-New York, 7/13/62

2-X-H NBC TELEVISION NETWORK NEWS

July 16, 1962

STARTING DATES ARE LISTED FOR NBC-TV'S 1962-63
NIGHTTIME PROGRAM SCHEDULE

Following is a list of starting dates for NBC-TV's 1962-63
nighttime program schedule:

<u>SUNDAY</u>	6:30-7 pm	"McKeever and the Colonel"	Sept. 23
	7-7:30 pm	"Ensign O'Toole"	Sept. 23
	7:30-8:30 pm	"Walt Disney's Wonderful World of Color" (color)	Sept. 23
	8:30-9 pm	"Car 54, Where Are You?"	Sept. 16
	9-10 pm	"Bonanza" (color)	Sept. 23
	10-11 pm	"Du Pont Show of the Week" (color, and some in black and white)	Sept. 16

* * *

MONDAY THROUGH FRIDAY

	11:15 pm to 1 am	"Tonight Starring Johnny Carson" (color)	Oct. 8
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<u>MONDAY</u>	7:30-8:30 pm	"It's a Man's World"	Sept. 17
	8:30-9:30 pm	"Saints and Sinners"	Sept. 17
	9:30-10 pm	"The Price Is Right" (color)	Sept. 17
	10-10:30 pm	"David Brinkley's Journal" (color)	Oct. 1

* * *

<u>TUESDAY</u>	7:30-8:30 pm	"Laramie" (color)	Sept. 25
	8:30-9:30 pm	"Empire" (color)	Sept. 25
	9:30 to 10:30 pm	"The Dick Powell Show"	Sept. 25
	10:30-11 pm	"Chet Huntley Reporting"	Oct. 2

* * *

(more)

2 - Starting Dates

<u>WEDNESDAY</u>	7:30-9 pm	"The Virginian" (color)	Sept. 19
	9-10 pm	"Perry Como's Kraft Music Hall" (color)	Oct. 3
	10-11 pm	"The Eleventh Hour"	Oct. 3

* * *

<u>THURSDAY</u>	7:30-8:30 pm	"Wide Country"	Sept. 20
	8:30-9:30 pm	"Dr. Kildare"	Sept. 27
	9:30-10 pm	"Hazel" (color)	Sept. 20
	10-11 pm	"The Andy Williams Show" (color)	Sept. 27

* * *

<u>FRIDAY</u>	7:30-8:30 pm	"International Showtime"	Sept. 14
	8:30-9:30 pm	"Sing Along with Mitch" (color)	Sept. 28
	9:30-10 pm	"Vive Judson McKay"	Sept. 21
	10-11 pm	"The Jack Paar Show" (color)	Sept. 21

* * *

<u>SATURDAY</u>	7:30-8:30 pm	"Sam Benedict"	Sept. 15
	8:30-9 pm	"The Joey Bishop Show" (color)	Sept. 15
	9-11 pm	"Saturday Night at the Movies" (color, and some in black and white).	Sept. 22

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NBC-New York, 7/16/62

July 16, 1962

WILLIAM R. McANDREW GOES TO LONDON TO COMPLETE NEGOTIATIONS
AND SIGN AGREEMENT BETWEEN NBC AND BCINA

William R. McAndrew, Executive Vice President, NBC News, left July 14 by plane for London to complete negotiations and sign a recently announced agreement between the National Broadcasting Company and the British Commonwealth International Newsfilm Agency.

The agreement between NBC News and BCINA, which produces the Visnews world television newsfilm report, will be effective in September this year and will result in the most extensive television newsfilm coverage in the world. Under the agreement, NBC News' newsfilm will be formally syndicated on a world-wide basis for the first time.

Mr. McAndrew will also visit Paris for meetings with NBC News correspondents and European broadcast officials. He will conclude his three-week trip with a vacation in Ireland.

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NBC TELEVISION NETWORK NEWS

July 16, 1962

<p>'CATHOLIC HOUR' WILL PRESENT 4-WEEK ANTHOLOGY OF RELIGIOUS PROGRAMS MADE IN 6 FOREIGN LANDS</p>
--

An anthology of religious programs produced in six foreign countries will be presented in "Catholic Television International," a four-week "Catholic Hour" program series on the NBC Television Network next month (Sundays, Aug. 5, 12, 19 and 26, at 1:30-2 p.m. EDT).

Examples of Catholic TV programming in France, Italy, Ireland, Holland, Switzerland and Japan will be shown in the series. All of the foreign-language films will be provided with English narration.

The Rt. Rev. Msgr. John J. Dougherty, president of Seton Hall University, will be host of the series, an NBC Public Affairs presentation produced in cooperation with the National Council of Catholic Men.

Three short films will make up the opening program Aug. 5. They are "Where God's Cradle Is Standing in the Loft," from Holland; "Now Is the Time," from Japan; and "Penance," from Switzerland.

The first is set in the 300-year-old Amstelbring Museum where, according to ancient custom, children of Amsterdam go to sing carols in a setting of the Christ Child's manger as the cradle is gently rocked. The second deals with a young man's death in Tokyo as a result of drunkenness. It was made by Father James Hyatt of Maryknoll as part of his Good Shepherd Movement, a mass communication program he has founded in Japan. His five-minute TV dramas introduce the almost wholly non-Christian audience to the Church's basic social and moral doctrines. The last film in the triple bill deals with the sacrament of penance.

(more)

"It Happened to Me, Father O'Flynn," a film made in Cork, Ireland, by the British Broadcasting Corporation, will be broadcast Aug. 12. It presents an old Irish priest who has spent a great part of his life teaching Shakespeare to children.

A French documentary on the life of St. Therese of Lisieux will be the offering Aug. 19. The film, "The True Countenance of Therese of Lisieux," was made by Les Productions du Parvis in her home and in the Carmelite convent where she was cloistered.

"A Day in the Life of Pope John XXIII," made in the Vatican by RAI, the Italian television network, will be presented Aug. 26.

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NBC-New York, 7/16/62

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

July 17, 1962

LOUIS HAUSMAN IS JOINING NBC AS A GENERAL EXECUTIVE
- - -
Name Will Be Submitted to Board of Directors At
Next Meeting for Election as a Vice President

Louis Hausman is joining the National Broadcasting Company as a General Executive and his name will be submitted to the NBC Board of Directors at its next meeting for election as a Vice President, it was announced today by David C. Adams, NBC Senior Executive Vice President.

In his new position at NBC, Mr. Hausman will participate at the management level in matters relating to general policy formulation and to NBC industry relations. He will also have overall responsibility in the areas headed by Mr. Sydney H. Eiges, Vice President, Public Information; Mr. Lester Bernstein, Vice President, Corporate Affairs, and Mr. Ernest Lee Jahncke, Jr., Vice President, Standards and Practices, all of whom will report to him. Mr. Hausman will report to Mr. Adams.

"Mr. Hausman's creative skills in organizing and operating the Television Information Office have established it as one of the most effective and valuable industry organizations, and he is widely recognized as an exceptionally able and broad-gauged executive," Mr. Adams said. "We are delighted that he is joining NBC in a capacity where his experience and judgment can serve in advancing the company's progress on many fronts."

(more)

Prior to assuming the direction of the Television Information Office in 1959, Mr. Hausman had been a Vice President of the Columbia Broadcasting System, serving that company in various posts as a divisional and corporate executive. During World War II, he served as a consultant to the Office of War Information and to the War Department's Office of Special Services. From 1954 to 1958, he was a member of the Executive Committee and Treasurer of Brand Names Foundation.

He is married and lives in New York City.

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NBC-New York, 7/17/62

July 17, 1962

NBC INTERNATIONAL MARKS LARGEST SINGLE TV SALE TO ITALY

- - -

Rai Television Network Gets 15 Programs

In its biggest single sale to Italy, NBC International has sold 15 programs to the RAI television network. The sale includes seven entertainment series and eight individual news and public affairs specials.

Alvin Ferleger, Sales Manager, NBC International, cited the new agreement with RAI as a perfect example of how overseas broadcasters can avail themselves of the widest range of quality programming from the United States in a single transaction. Drama, comedy, western and children's entertainment, as well as informational shows ("Project 20" and "NBC White Paper") comprise the RAI purchase.

Italian TV debuts will be made by "Dr. Kildare," "Bonanza," "Flight," "National Velvet," "Funny Manns," "Deputy" and "Crunch & Des."

News and public affairs specials included in the RAI package are "Red China," "Not So Long Ago," "3-2-1-0," "Merrily We Roll Along," "U-2 Affair," "Panana/Danger Zone," "Cops and Robbers" and "Faces of Spain."

NBC International shows already seen in Italy are "Panic," "The Loretta Young Show," "Frontier" and "Danger Is My Business."

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NBC TRADE NEWS

July 17, 1962

'NATIONAL LEAGUE FOOTBALL HIGHLIGHTS' SERIES ON NBC-TV COMPLETELY SOLD OUT

Complete sponsorship of NBC-TV's "National Football League Highlights," to be presented Saturdays, 5-5:30 p.m. NYT, during the 1962 NFL season, was announced today by Richard McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

Purchase of sponsorship by R. J. Reynolds Tobacco Co. through William Esty Co., and Skill Corp. through Fuller & Smith & Ross Inc., sells out the program. As previously announced, the Mennen Company through Grey Advertising Inc., and Chesebrough-Pond's Inc. through Norman, Craig & Kummel Inc., also will sponsor the half-hour show.

The program, featuring filmed highlights of all the previous Sunday's seven NFL games, will begin Saturday, Sept. 22 and continue through Dec. 22.

Philadelphia sportscaster Jim Leaming will be the commentator for the 14-week series, which will be packaged by Tel Ra Productions.

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TELSTAR

FIRST LIVE TRANSATLANTIC
TELEVISION BROADCAST

NEWS

PRODUCED JOINTLY BY ABC NEWS · CBS NEWS · NBC NEWS

July 17, 1962

LIVE COVERAGE OF PRESIDENT'S NEWS CONFERENCE AND A CONCERT AT
MOUNT RUSHMORE TO FEATURE FIRST LIVE TV EXCHANGE BETWEEN
3 U.S. NETWORKS AND EUROPEAN GROUPS VIA TELSTAR

Live television coverage of a portion of President Kennedy's news conference and a concert at Mount Rushmore in South Dakota will be included in the American broadcast Monday, July 23, which will mark the first live television exchange between the three American networks and European broadcast organizations.

The program will be transmitted to Europe via Telstar on the 123rd orbit of the communications satellite, starting at about 3 p.m. EDT. It will be followed by a European program which will be relayed to the United States by Telstar on its 124th orbit, starting at about 6 p.m. EDT. Each of the broadcasts will be approximately 15 minutes in length, and each will be seen live on the three American television networks.

The concert at Mount Rushmore will feature the 350-voice choir of the Mormon Tabernacle of Salt Lake City. The coverage will mark the first live network TV pictures of the 60-foot heads of Presidents Washington, Jefferson, Lincoln and Theodore Roosevelt carved in the mountainside by sculptor Gutzon Borglum.

The American program will be produced by the news departments of the three networks -- ABC News, CBS News and NBC News. The production staff numbers about 200 -- including correspondents, cameramen, producers, directors, engineers and technicians. The

(more)

2 - Telstar

program will use 50 cameras in Washington, Mount Rushmore and other locations around the country. Three of the correspondents who will appear on the program are Howard K. Smith of ABC, Walter Cronkite of CBS and Chet Huntley of NBC.

The producers of the program, Ted Fetter of ABC, Fred Friendly of CBS and Gerald Green of NBC, plan to show American life and some American events as they are at the time of the broadcast -- in the first use of Telstar for the kind of immediacy and reality that is expected to be a prime function of satellite TV broadcasting.

Commentary on the program will be in seven languages -- English, French, German, Italian, Swedish, Dutch and Spanish. The English audio will be transmitted by the satellite. The others, each spoken by a newsman fluent in the language, will be sent to Europe by trans-Atlantic telephone circuits.

The remote pickups for the American program will be coordinated in New York. From there the program will be transmitted by television lines to the ground station at Andover, Me., which will beam the signal to Telstar. The communications satellite will then re-broadcast it to ground stations in Europe -- one at Goonhilly in Cornwall, England, and the other at Lannion in Brittany, France. From these two points the program will be transmitted by television lines to the 16 nations in the European Broadcasting Union -- Austria, Belgium, Denmark, Finland, France, Great Britain, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, West Germany and Yugoslavia.

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NBC-New York, 7/17/62

NBC'S JULIAN GOODMAN PROTESTS BEATING OF NBC NEWS CAMERAMAN
IN MESSAGE TO PRESIDENT OF MEXICO

Julian Goodman, Vice President, NBC News, has sent a telegram to President Adolfo Lopez Mateos of Mexico protesting the beating of NBC News cameraman Manuel del Castillo Negrete and urging "insurance of protection for newsmen and cameramen under guarantees of freedom of press..."

Del Castillo was arrested by a civilian and a soldier June 12 while filming irate peasants gathering at Cuernavaca to protest lax land reforms. Del Castillo's camera and 100 feet of film he had taken were confiscated. He was held 26 hours and questioned repeatedly. The following night he was taken to an isolated road, beaten unconscious and left there. A passing motorist took him to Mexico City, where he was placed under a doctor's care.

Mr. Goodman's telegram to President Mateos reads:

"National Broadcasting Company vigorously protests beating of cameraman Manuel del Castillo Negrete at Cuernavaca June 12 allegedly by Army personnel when in the line of duty Castillo tried to film Campesino meeting. Urge you investigate seizure, questioning and beating of del Castillo who was left unconscious at side of road, with camera and film confiscated, in order to bring guilty parties to justice and return stolen property. Further urge insurance of protection for newsmen and cameramen under guarantees of freedom of press since del Castillo's treatment not in accord with principles of a free society."

NBC News previously protested to the Mexican Embassy.

July 18, 1962

19 ADVERTISERS ORDER SPONSORSHIP IN 'MERV GRIFFIN SHOW,'
NEW DAYTIME COLOR SERIES ON NBC-TV NETWORK

Advertisers -- at the rate of more than one per day -- have ordered sponsorship in NBC-TV's new daytime color television program, "The Merv Griffin Show," which begins Oct. 1 (2-2:55 p.m. EDT), it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

On July 2, NBC-TV announced the scheduling of "The Merv Griffin Show" in its 1962-63 daytime schedule. In the 16-day period which has elapsed since announcement of the program, 19 advertisers have ordered sponsorship in the new program.

The advertisers (and their agencies) are:

Warner-Lambert Pharmaceutical	(Ted Bates)
Andrew Jergens Co.	(Cunningham & Walsh)
Armstrong Cork Co.	(Batten, Barton, Durstine & Osborn)
Bristol-Myers	(Young & Rubicam)
Brown & Williamson Tobacco Co.	(Keyes, Madden & Jones)
Campbell Soup Co.	(Needham, Louis and Brorby)
Dumas Milner	(Post & Morr)
Ex-Lax Inc.	(Warwick & Legler)
The Frito Co.	(Dancer-Fitzgerald-Sample)
Golden Grain Macaroni Co.	(McCann-Erickson)
Grove Laboratories	(Gardner Advertising)
	(more)

2.- 'Merv Griffin Show'

Hartz Mountain Prod. Corp.	(George H. Hartman Co.)
Heublein Inc.	(Fletcher Richards, Calkins & Holden)
Lestoil Inc.	(Sackel-Jackson)
Pharmaco Inc.	(N.W. Ayer and Son)
The Proctor-Silex Corp.	(E. H. Weiss)
S. C. Johnson & Son Inc.	(Foote, Cone & Belding)
Sweets Co. of America Inc.	(No Agency)
Whitehall Labs	(Ted Bates)

Griffin's new program will offer a wide range of entertainment features. In addition to his participation as host and performer, Griffin will join a "special guest star of the day" for conversation, music and a measure of the unusual and unexpected.

In taking over the new program, Griffin will relinquish his duties on "Play Your Hunch," which the network renewed for another year.

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NBC-New York, 7/18/62

NBC TELEVISION NETWORK NEWS

July 18, 1962

2½ HOURS OF SPECIAL NBC NEWS TV PROGRAMS
ON TELSTAR ARE SCHEDULED FOR JULY 23

NBC News will present two-and-one-half hours of special programs covering the first live television exchange between the American networks and European broadcast organizations on Monday, July 23.

An NBC-TV special (2:45-3:30 p.m. EDT) will deal with and include the American program to be beamed to Europe via Telstar.

A second special (5:45-6:30 p.m. EDT) will cover and include the European program to be relayed to this country.

A third special (10-11 p.m. EDT) will report on both trans-Atlantic broadcasts and the background and potential of satellite television.

NBC TELEVISION NETWORK NEWS

July 18, 1962

NBC NEWS WILL PRESENT TWO INSTANT SPECIALS JULY 23
INCLUDING FIRST LIVE TV EXCHANGE BETWEEN U.S.
NETWORKS AND EUROPEAN ORGANIZATIONS

NBC News will present two Instant News specials which will include the first live television exchange between the three American networks and the European broadcast organizations Monday, July 23.

The NBC programs will be televised from 2:45-to-3:30 p.m. EDT and 5:45-to-6:30 p.m. EDT, are both titled "Telstar International Television." With NBC News correspondent Merrill Mueller as anchorman in New York, the programs will deal with the technical operations that permit live trans-Atlantic television.

The first 45-minute program will include the American broadcast to Europe via the Telstar satellite, starting at about 3 p.m. The transmission will last about 15 minutes.

The second 45-minute special will include the European broadcast to this country at 6 p.m. EDT. It will also be 15 minutes in length.

Through the use of diagrams, Mueller will explain how the transmissions from and to the European countries will be converted to meet American technical requirements.

NBC News Pentagon correspondent Peter Hackes will interview two Congressmen about the merits of private ownership of satellites.

(more)

2 - NBC News Instant Specials

Mueller will narrate an animated film on Symcon, a proposed tri-satellite system that would blanket the world. He will also discuss other communications satellite systems now under development.

NBC News' aerospace correspondent Roy Neal also will appear on the special programs. James Kitchell is producer-director of both specials.

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NBC-New York, 7/18/62

NBC TELEVISION NETWORK NEWS

July 18, 1962

'PICTURE FROM GOONHILLY DOWNS' JULY 23

Special NBC News Broadcast to Deal with First Exchange of Live TV
Programs Between U. S. Networks and European Groups

"Picture from Goonhilly Downs," a special NBC News program dealing with the first exchange of live television programs between the American networks and European broadcast organizations, will be presented on the NBC-TV Network Monday, July 23 (10 to 11 p.m. EDT). Chet Huntley will be on-the-air reporter.

The program will include excerpts of the two live trans-Atlantic TV broadcasts scheduled for earlier in the day -- one to be relayed by Telstar from West to East and the other from East to West. NBC News correspondents in Europe will make live audio reports on the NBC-TV nighttime program describing the quality of the reception in European capitals.

There will also be coverage of past Telstar broadcasts, including one transmitted between ground stations in this country, and others between this country and Europe. Huntley will report on the dispute between French and British broadcasters which followed the French transmission of the first Europe-to-America television pictures.

Huntley will discuss some of Telstar's other capabilities, including the relay of telephone messages and the study of the Van Allen radiation belts. He will also present a pictorial history of

(more)

2 - 'Picture from Goonhilly Downs'

other systems of sending pictures across the ocean and will evaluate the future potential of satellite communications.

"Picture from Goonhilly Downs" will be produced by Reuven Frank. It will pre-empt "Beyond the Threshold," previously announced for this date and time period.

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NBC-New York, 7/18/62

NBC TRADE NEWS

July 18, 1962

CORRECTION, PLEASE

Xerox Corporation has purchased full sponsorship of 12 of NBC-TV's "Chet Huntley Reporting" programs during the 1962-63 season. It was incorrectly stated in the NBC Daily News Report issued July 11 that the sponsor was The Haloid Corporation.

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July 18, 1962

NEWLY DEVELOPED AMPLIFIER, PROVIDING AUDIO TRANSMISSION
ON AN EMERGENCY CIRCUIT, WILL BE INSTALLED
IN NBC-TV AND RADIO FACILITIES

Development of an audio comparator amplifier, a device which instantaneously switches audio transmission to an emergency circuit without the loss of a syllable when the regular audio circuit fails, was announced today by William H. Trevarthen, Vice President, Operations and Engineering, National Broadcasting Company.

NBC will install the audio comparator amplifier in all its radio and television facilities where applicable.

The amplifier, nicknamed "flip-flop" by NBC's engineers, was designed by J. Louis Hathaway of the NBC Engineering Department. The device compares the audio transmissions of two independent transmission paths. If the audio of the regular circuit is normal, no action occurs. Similarly, if the audio fails on the emergency circuit, no action occurs, as sound continues to be transmitted on the regular circuit. If, however, the audio fails on the regular circuit and continues on the emergency circuit, the audio comparator amplifier switches program audio to the emergency circuit to provide uninterrupted sound.

The device was field-tested at WNBC, New York, where the regular audio circuit is a wire line and the emergency circuit consists of a wire line to the Empire State Building and FM transmission over WNBC-FM to Port Washington, N. Y. Circuit interruptions to the regular

(more)

2 - Newly-Developed Amplifier

feed to the transmitter resulted in instantaneous switches to the emergency circuit without the loss of program audio.

The development in audio transmission is the second recent innovation by NBC to provide the public with uninterrupted program sound. Interleaved sound, an NBC-developed method of transmitting sound within a television picture, has been successfully used in Hollywood on several occasions when normal telephone sound circuits failed on the NBC transcontinental network. Interleaved sound, which was nominated for an Emmy award this year as "The Outstanding Engineering or Technical Achievement," also -- like the audio comparator amplifier -- reduces audio interruptions caused by failure of normal sound circuits in television programs.

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NBC-New York, 7/18/62

NBC TELEVISION NETWORK NEWS

July 18, 1962

FORMATS AND PRINCIPAL PLAYERS ARE LISTED FOR NEW NBC-TV SHOWS STARTING IN FALL

Following are brief descriptions of formats and principal cast members for new NBC-TV Network programs starting in the Fall. Programs are chronologically listed according to premiere dates. All times are EDT.

Sept. 15 -- "Sam Benedict" (Saturdays, 7:30-8:30 p.m.). Edmond O'Brien stars in the title role as a dynamic trial lawyer practicing in a busy metropolitan community. The fictional character is modeled on the famous San Francisco trial lawyer Jake Erlich, who serves as story consultant and technical adviser for the series.

Sept. 15 -- "The Joey Bishop Show" -- new format (Saturdays, 8:30-9 p.m. in color). Joey Bishop stars as nightclub comedian Joey Barnes. The private and public lives of a comedian provide the thematic material for this situation comedy series.

Sept. 17 -- "It's a Man's World" (Mondays, 7:30-8:30 p.m.). A filmed comedy-adventure series about four boys who live on "The Elephant," a houseboat moored at a dock in a small Midwest college town. The houseboat dwellers are played by Glenn Corbett (Wes), Mike Burns (Howie), Ted Bessel (Tom-Tom) and Randy Boone (Vern).

Sept. 17 -- "Saints and Sinners" (Mondays, 8:30-9:30 p.m.). Stories of people caught in the drama of a New York City daily newspaper. Continuing stars are Nick Adams (as reporter Nick Alexander) and John Larkin (as city editor Mark Grainger) who work for The New York Bulletin, a mythical newspaper. Barbara Rush will make occasional guest

(more)

2.- New NBC-TV Fall Programs

appearances on the series as Liz Hogan, a Washington correspondent assigned to the staff of the Bulletin.

Sept. 19 -- "The Virginian" (Wednesdays, 7:30-9 p.m. in color).

James Drury stars in the title role as a cowboy who forces his idea of law and order on a turbulent community in the Wyoming Territory in the 1890s. The 90-minute color film series co-stars Lee J. Cobb (as Judge Henry Garth), Doug McClure (as Trampas), Pippa Scott (as Molly Wood), Gary Clarke (as Steve) and Roberta Shore (as Betsey). Guest stars will be featured each week.

Sept. 20 -- "Wide Country" (Thursdays, 7:30-8:30 p.m.).

Earl Holliman stars as Mitch Guthrie, a champion rodeo cowboy who combines courage, intelligence and a gentle manner. Andrew Prine co-stars as Andy, Mitch's younger brother. Guest stars will be featured weekly.

Sept. 21 -- "Vive Judson McKay!" (Fridays, 9:30-10 p.m.).

A comedy series starring Josh Peine in the title role of a young Iowa veterinarian serving with the U. S. Army in Paris. Linda Lawson is featured as Pat Perry, an American girl living in Paris. John Hubbard plays Colonel U. Charles Barker, McKay's commanding officer.

Sept. 21 -- "The Jack Paar Show" (Fridays, 10-11 p.m. in color).

Jack Paar stars in a weekly series of programs featuring conversation, music and prominent guest stars.

Sept. 23 -- "McKeever and the Colonel" (Sundays, 6:30-7 p.m.).

A filmed comedy series set in tradition-steeped Westfield Military Academy, where McKeever and fellow cadets consistently try to outwit their colonel. Allyn Joslyn plays Colonel Harvey Blackwell, and Scott Lane co-stars as Gary McKeever, the 12-year-old mischief-minded cadet. Jackie Coogan is featured as Sgt. Barnes, Colonel Blackwell's assistant.

(more)

3 - New NBC-TV Fall Programs

Sept. 23 -- "Ensign O'Toole" (Sundays, 7-7:30 p.m.). A filmed comedy series about a bright young naval officer and his shipmates aboard the USS Appleby, a destroyer on duty in the Pacific. Dean Jones stars in the title role. Jay C. Flippen, Harvey Lembeck, Jack Albertson and Jack Mullaney play fellow crew members.

Sept. 25 -- "Empire" (Tuesdays, 8:30-9:30 p.m. in color). The first drama series set in the real West of today is the story of the Garrett family, owners and operators of a 500,000-acre ranch -- a multi-million-dollar-a-year corporation -- in the Southwest. Co-stars are Richard Egan as ranch manager Jim Redigo, Terry Moore as Constance Garrett, Anne Seymour as Lucia Garrett and Ryan O'Neal as Tal Garrett.

Sept. 27 -- "The Andy Williams Show" (Thursdays, 10-11 p.m. in color). The full-hour weekly musical program stars Andy Williams, television, nightclub and recording star, with top-name guests.

Oct. 3 -- "The Eleventh Hour" (Wednesdays, 10-11 p.m.). Wendell Corey stars as Dr. Theodore Bassett, a psychiatrist dedicated to helping patients who are often sent to him in their "eleventh hour" of need. In addition to his private practice, Bassett is affiliated with the psychiatric unit of a large metropolitan hospital, and serves as adviser to the state's department of correction, the juvenile authorities and the police department. Jack Ging is featured as Dr. Paul Graham.

Oct. 8 -- "The Tonight Show Starring Johnny Carson" (Mondays through Fridays, 11:15 p.m.-1 a.m. in color). New faces in the entertainment world -- as well as established performers -- will sing, dance, perform comedy and chat with host Johnny Carson.

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NBC-New York, 7/18/62

Section 1. The purpose of this act is to provide for the better regulation of the trade in slaves and to prevent the same from being carried on in a clandestine manner. It is hereby enacted that any person who shall be found guilty of carrying on such trade shall be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years.

Section 2. Any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years. And any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years.

Section 3. Any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years. And any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years.

Section 4. Any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years. And any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years.

Section 5. Any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years. And any person who shall be found guilty of carrying on such trade shall also be liable to a fine of not less than one hundred dollars nor more than five hundred dollars, and to imprisonment for not less than six months nor more than two years.

HUGH DOWNS TO VISIT MIDDLE EAST ON VACATION

Hugh Downs, host of NBC-TV's "Concentration" series (Mondays through Fridays, 11:30 a.m. EDT), will leave July 19 on a 10-day trip to Lebanon and other Mediterranean areas.

He will join his wife, Ruth, who is already in Lebanon. After visiting other Middle East countries, they will return home July 29.

Downs has taped "Concentration" shows ahead for the week of July 23-27. Jim Lucas, the program's announcer, will be the emcee for shows taped for the week of July 30-Aug. 3.

Jack Haskell will take over Downs' duties as announcer on "Tonight" (Monday through Friday, 11:15 p.m.-1 a.m. EDT in color) for the week of July 23-27.

Downs will have another vacation in August, during which he will play the lead in "Under the Yum Yum Tree" in Charlotte, N. C., Aug. 20-26.

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NBC-New York, 7/18/62

NBC RADIO NETWORK NEWS

July 18, 1962

NBC-TV AND RADIO TO CARRY PRESIDENT'S NEWS CONFERENCE

President Kennedy's news conference Monday, July 23, will be recorded and will be broadcast on the NBC-TV Network at 4-4:30 p.m. EDT.

The NBC Radio Network will broadcast the news conference live at 3 p.m. EDT.

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SPECIAL NBC RADIO REPORT ON TELSTAR SET FOR JULY 23

"Our Shrinking World" -- a special report on the Telstar exchange of television broadcasts between America and Europe -- will be presented on the NBC Radio Network at 9:05 to 9:30 p.m. EDT (except WNBC) Monday, July 23. WNBC will carry the program at 10:35 p.m. EDT.

NBC News correspondent Morgan Beatty will be anchorman. Ray Hasson will produce the program.

July 19, 1962

GULF OIL CORPORATION WILL SPONSOR TWO NBC-TV
INSTANT NEWS SPECIALS ON TELSTAR JULY 23

The Gulf Oil Corporation will sponsor two NBC-TV Instant News specials which will include the first live television exchange between the three American networks and the European broadcast organizations Monday, July 23.

The two programs, to be televised from 2:45 to 3:30 p.m. EDT and 5:45 to 6:30 p.m. EDT, are both titled "Telstar International Television."

With NBC News correspondent Merrill Mueller as anchorman in New York, the programs will deal with the technical operations that permit live trans-Atlantic television. The first 45-minute program will include the American broadcast to Europe via the Telstar satellite, starting about 3 p.m. The transmission will last about 15 minutes.

The second 45-minute special will include the European broadcast to this country at 6 p.m. EDT. It will also be 15 minutes in length.

The Gulf order was placed through Young & Rubicam, Inc.

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NBC COLOR TELEVISION NEWS



July 19, 1962

ED McMAHON WILL BE THE ANNOUNCER ON
'TONIGHT SHOW STARRING JOHNNY CARSON'

Ed McMahon will be the announcer on "The Tonight Show Starring Johnny Carson," NBC-TV color series which will start Monday, Oct. 8 (Monday through Friday 11:15 p.m.-1 a.m. EDT). The six-foot-four announcer has worked with Carson on his daytime ABC program, "Who Do You Trust?" since 1956.

McMahon was born in Detroit, Mich. He attended Boston College and was graduated from Catholic University in Washington, D. C. He was a Marine fighter pilot both in World War II and in the Korean conflict.

For several years, McMahon was emcee-producer of a daily variety show on WCAU in Philadelphia, the city from which he still commutes to New York. He is married to the former Alyce Ferrell, and they have four children--Claudia, Mike, Linda and Jeff.

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TITLE CHANGE

NEW COMEDY SERIES IS RETITLED "DON'T CALL ME CHARLIE!"

The situation comedy series listed as "Vive Judson McKay!" which will start on the NBC-TV Network Friday, Sept. 21 (9:30-10 p.m. EDT) has been retitled "Don't Call Me Charlie!" The series, as previously announced, concerns the adventures of a young Iowa veterinarian serving in the U. S. Army and stationed in contemporary Paris. Josh. Peine stars as Lt. Judson McKay, Linda Lawson as Pat Perry and John Hubbard as Col. U. Charles Barker.

"Don't Call Me Charlie!" was created by Don McGuire, who also will serve as producer and writer of the series.

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NBC-New York, 7/19/62

NBC TELEVISION NETWORK NEWS-H

'THAT WAR IN KOREA' TO BE EXAMINED IN FULL-HOUR NBC-TV PROGRAM
Project 20 Production, (Not Just a Combat Story), Will Include
Film Never Before Seen on TV; Broadcast Planned for Fall

FOR RELEASE MONDAY A.M. JULY 23

A long-planned "Project 20" exploration of what has been termed one of the strangest wars in history, "That War in Korea," is now in production and will be presented on the NBC Television Network in the Fall.

Donald B. Hyatt, Director of NBC Special Projects, is producing and directing the full-hour program.

"As with 'Victory at Sea,' the 'Project 20' team is molding a vast mass of front-line and home-front material into something more than a mere documentary unrolling of the historical facts, compelling as they are," Hyatt said. "This is not just a combat story, for we intend to have a constant cross-play with what was going on in America at the time."

Negotiations are now under way to acquire several caches of enemy footage, both North Korean and Red Chinese, Hyatt said. Some of the most powerful combat footage ever photographed, much of it never before seen on television, was photographed in Korea, he noted. Archive news film is being brought in from the Army Signal Corps, the Navy, the Marine Corps, the Air Force and the United Nations.

Much exclusive NBC film also will be used in the program. "We hope to use a lot of footage taken in Korea by the Jones twins, both of them great combat photographers of the war, real bearcat characters right up on the firing line."

(more)

Eugene S. Jones and Charles Jones were rushed to Korea by NBC News immediately after the outbreak of war. Eugene is now an NBC Special Projects producer working under Hyatt, and Charles is an NBC News producer-director in Washington.

The same creative team responsible for such earlier "Project 20" war epics as "Victory at Sea," "The Great War" (1914-1918) and "The Twisted Cross" is at work on the new program. Richard Hanser is writing the script, and Robert Russell Bennett will compose an orchestral score. Daniel W. Jones is in charge of film procurement.

Newly-shot film taken in the Korean No Man's Land at the 38th Parallel will bring the program up to date.

With the perspective of 12 years since the first Korean headlines, the program will examine the "peculiarities" of what has been called the Peculiar War. "At every turn there is a strangeness about it," Hyatt said. "It was a war that was never declared, a war for which no armistice has ever been signed, and a war in which no conventional victory was achieved. It was a war in which some American soldiers stunned an incredulous nation by defecting to the Communists. "It has been called the most unpopular war in American history."

Magnificent or disastrous, the Korean War was a milestone in world history. For the first time the United States put an army in the field to halt the march of Communist expansion. For the first time the United States met Red China in undeclared collision. For the first time in history, an army marched into battle carrying the flag of the United Nations, with 16 nations, representing every continent on the globe, fighting under unified command.

But "That War in Korea" will be as much a portrait of the country at the time -- 1950 to 1953 -- as a picture of the war itself.

(more)

"We want to explore the attitude of normality that prevailed at home," Hyatt said. "There was life as usual, there were no shortages, and Americans were called upon to make no material sacrifices."

Chronologically, the program will follow the earlier "Project 20" production of "Not So Long Ago." To date, "Project 20" has, among other things, provided a picture-word-and-music panorama of America with programs that include "Meet Mr. Lincoln," "Mark Twain's America," "The Innocent Years" (1900-1917), "The Great War" (1914 to 1919), "The Jazz Age" (1919-1929), "Life in the Thirties" (1929 to 1939) and "Not So Long Ago" (1945-1950).

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NBC-New York, 7/20/62

NBC TELEVISION NETWORK NEWS

July 20, 1962

SENATORS TO DISCUSS BILL ON COMMUNICATIONS SATELLITES DURING SECOND 'TELSTAR INTERNATIONAL TV' INSTANT NEWS SPECIAL

A Republican and Democratic U. S. Senator will be interviewed on the Administration's bill to determine ownership of space communications satellites during the second "Telstar International Television" Instant News special on NBC-TV Monday, July 23 (5:45-6:30 p.m. EDT). This program will include the Europe-to-United States live television program to be transmitted via the Telstar satellite.

Senator Kenneth B. Keating (R.-N.Y.), who supports the measure, and Senator Ralph W. Yarborough (D.-Texas), who opposes it, will be interviewed by Peter Hackes, NBC News' Pentagon correspondent. The bill, already approved by the House, calls for a government-regulated private corporation, financed by stockholders, which would own and operate communications satellites.

An earlier "Telstar International Television," Instant News special July 23, which will include a west-to-east live program to be sent via the satellite, will be broadcast on NBC-TV from 2:45 p.m. to 3:30 p.m. EDT.

Both programs will be sponsored by the Gulf Oil Corporation. The order was placed through Young & Rubicam Inc.

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NBC COLOR TELEVISION NEWS



July 20, 1962

NBC NEWS TELEVISES SIX COLOR PHOTOS SENT
FROM ENGLAND TO U.S. VIA TELSTAR

NBC News interrupted "The Jan Murray Show" on NBC-TV Thursday, July 19 to televise six still color photographs sent to this country from England via the Telstar satellite.

The special two-minute program was broadcast at 2:06 p.m. EDT, and repeated an hour later for Western time zones. The photographs were taken at Goonhilly, England, and put before a TV camera Wednesday night (July 18). The signal was sent to Andover, Me., via Telstar, thence by American Telephone and Telegraph lines to New York.

In New York, the pictures were photographed by AT&T from a TV monitor, and then broadcast by NBC. Their color and clarity were described as "amazing" considering the distance transmitted. The six photos included two color test patterns, a woman peeling an orange, a man pinning an orchid on a woman's dress, the Goonhilly countryside and a photo of Eugene O'Neill, the AT&T project engineer for Telstar.

NBC News correspondent Merrill Mueller narrated the special broadcast.

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July 23, 1962

NBC ENGINEERING DEPARTMENT DEVELOPS NEW ELECTRONIC TECHNIQUE
WHICH INTEGRATES TV PROGRAM FILM AND COMMERCIAL

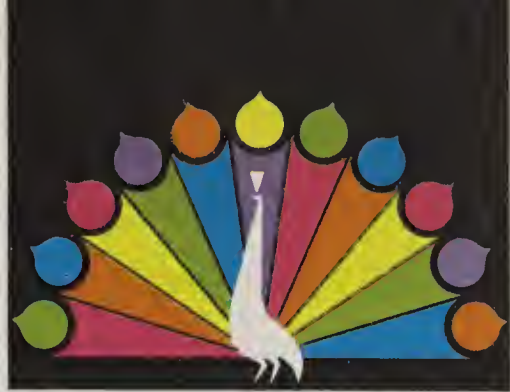
A new electronic technique which smoothly integrates television program film and commercial film has been developed by the NBC Engineering Department, and it has been installed in several 35 mm and 16 mm film projectors in New York and NBC's owned station in Chicago, WNBQ.

The new device, which stops and cues film automatically, has proven highly satisfactory in operation, and NBC plans to have it installed in all its projectors in Chicago and the NBC production centers in New York and Burbank.

Describing the operation of the device, James L. Wilson, Director, Engineering, National Broadcasting Company, said that at times of transition there was often delayed cuing of either program or commercial film which momentarily resulted in no picture on the home TV screen. The new device eliminates any "blackouts" as it stops program film and starts commercial film at the same time. Then, as the commercial film nears conclusion, it cues the program film, which starts the precise moment the commercial has ended.

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NBC COLOR TELEVISION NEWS



July 23, 1962

NBC-TV'S "VINCENT VAN GOGH: A SELF PORTRAIT," WINNER OF 4 MAJOR AWARDS, IS CHOSEN TO REPRESENT U.S. IN PRIX ITALIA 1962, OLDEST INTERNATIONAL COMPETITION IN RADIO-TV FIELD

"Vincent Van Gogh: A Self Portrait," already the winner of four major awards has been selected by the Broadcasting Foundation of America to represent this country in the Prix Italia 1962, oldest international competition in the radio and television field.

The program, produced and written for NBC News by Lou Hazam, was chosen from among 18 finalists as America's top documentary of the year. It was presented in color on the NBC Television Network Nov. 17, 1961.

"Vincent Van Gogh: A Self Portrait" will be repeated on NBC-TV Monday, Aug. 6 (10-11 p.m. EDT).

The Prix Italia, founded at Capri in 1948, is held each year in an Italian city. This year's competition will be held at Verona Sept. 10-25.

Winner of the Prix Italia 1961 was another NBC-TV documentary, "The Real West," narrated by the late Gary Cooper and produced by Donald Hyatt.

"Vincent Van Gogh: A Self Portrait," which portrayed the life of Van Gogh as seen through his paintings and also through contemporary views of the actual places he painted, has won both an Emmy and a

(more)

2 - "Vincent Van Gogh: A Self Portrait"

Peabody Award. It was cited by the National Association for Better Radio and Television as the best program of the year, and was selected to represent the United States in the 1962 Venice International Film Exhibition.

Judges for the Broadcasting Foundation of America, the official American selection agency appointed by the Prix Italia authorities and the European Broadcasting Union, were: Marya Mannes, television critic for The Reporter magazine; Davidson Taylor, director of the Arts Center, Columbia University; and Stockton Helffrich, Manager of the New York Code Authority, National Association of Broadcasters.

* * *

Credits for "Vincent Van Gogh: A Self Portrait":

Produced and written by:	Lou Hazam
Director:	Ray Garner
Photography by:	Guy Blanchard
Research consultant:	Mark Tralbaut
Original score composed and conducted by:	Jacques Belasco
Supervising film editor:	Constantine Gochis

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NBC-New York, 7/23/62

July 24, 1962

'TONIGHT SHOW STARRING JOHNNY CARSON' IS COMPLETELY SOLD
THREE MONTHS BEFORE OCTOBER PREMIERE

Three months before its October premiere, NBC-TV's "Tonight Show Starring Johnny Carson" is completely sold, it was announced today by William Storke, Director, Participating Sales, NBC-TV. Mr. Storke said that 29 advertisers had purchased sponsorship in the color program for the fourth quarter of 1962.

Mr. Storke said, "We are delighted by the enthusiasm shown by these major national advertisers. It is a clear endorsement of the 'Tonight' show as an important marketing medium and of Johnny Carson as one of showbusiness' most versatile and creative performers."

Advertisers who have purchased sponsorship in "The Tonight Show Starring Johnny Carson" are:

Advertiser

Agency

Lehn & Fink Products Corp.

Geyer, Morey & Ballard Inc.
and
Fuller & Smith & Ross Inc.

Valor Enterprises

Howell & Young Advertising

Tubular Textile Machinery Corp.

Mogul, Williams & Saylor

Otto Bernz Inc.

The Rumrill Company

Technical Tape Corporation

Product Services Inc.

Liggett & Myers Tobacco Co.

J. Walter Thompson

(more)

2 - 'Tonight Show Starring Johnny Carson'

<u>Advertiser</u>	<u>Agency</u>
W. A. Sheaffer Pen Co.	Batten, Barton, Durstine & Osborn
The Block Drug Co.	Sullivan, Stauffer, Colwell & Bayles
Adam Hats Inc.	Mogul, Williams & Saylor Inc.
Revere Copper and Brass Inc.	Adams & Keyes Inc.
Baldwin Piano Company	Hill, Rogers, Mason and Scott Inc.
Mogen David Wine Corp.	Edward H. Weiss & Company
Mirro Aluminum Company	The Cramer-Krasselt Company
Gulf American Land Corp.	Paul Venze Associates Inc.
American Cyanamid Company	Perry-Brown Inc.
F & F Laboratories Inc.	Lilienfeld & Company Advertising
Dominion Electric Corp.	Howard Swink Advertising Inc.
Philco Corporation	Batten, Barton, Durstine & Osborn
Sunbeam Corporation	Foote, Cone & Belding Inc.
Dodge Division, Chrysler Corp.	Batten, Barton, Durstine & Osborn
Wembley Inc.	Walker Saussy Inc. Advertising
Trylon Products Corp.	Lilienfeld & Company Advertising
Kayser-Roth Corp.	Daniel & Charles Inc.
Masonite Corp.	Buchen Advertising Inc.
International Shoe Company	Krupnick & Associates Inc.
Armstrong Cork Co.	Batten, Barton, Durstine & Osborn
Cracker Jack Co.	Doyle Dane Bernbach Inc.
Eureka-Williams Co.	Earle Ludgin & Co.
Minnesota Mining & Mfg. Co.	

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NBC-New York, 7/24/62

July 24, 1962

JOHN M. OTTER IS APPOINTED DIRECTOR, NATIONAL SALES,
NBC-TV NETWORK; SAM K. MAXWELL JR. IS NAMED
DIRECTOR, SPECIAL PROGRAM SALES

Appointment of John M. Otter as Director, National Sales, NBC Television Network, was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mr. Durgin also announced the appointment of Sam K. Maxwell Jr. to replace Mr. Otter as Director, Special Program Sales, NBC Television Network.

Mr. Otter assumes the duties recently vacated by Thomas B. McFadden, who resigned to join Trans-World Airlines. Mr. Maxwell resigned his position of Coordinator, Network Sales, CBS Television Network, to join NBC.

Mr. Otter joined the Special Program sales staff of NBC in July, 1959, and before that was associate producer of the "Today" show for three years. With NBC since June, 1953, he was commercial producer of Arlene Francis' "Home" show for more than two years. At one time he was production assistant of "Armstrong Circle Theatre."

Mr. Otter is a graduate of Cornell University. He is married to the former Susan Morgan Eaves of Washington, D. C. They live in Manhattan.

Before he was named Coordinator, Network Sales, Mr. Maxwell was General Sales Manager, CBS Television Network, since December, 1959. He joined CBS in 1946 as Sales Service Manager of WBBM, CBS-owned radio station in Chicago, and subsequently became an account

(more)

2 - Appointments

executive on the station's local sales staff and Eastern representative of the station in New York. Later he became an account executive in the New York office of CBS Radio Spot Sales and joined the CBS Television Network Sales Department in 1952, where he was successively Midwestern Sales Manager, Eastern Sales Manager and Daytime Sales Manager.

Mr. Maxwell is married to the former Mary Willson of Evanston, Ill. They have two children, Sam K. III and Susan, and live in Harrison, N. Y.

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NBC-New York, 7/24/62

NBC TELEVISION NETWORK NEWS

July 24, 1962

FIRST LIVE TV EXCHANGE BETWEEN 3 U.S. NETWORKS AND EUROPEAN
ORGANIZATIONS HIGHLIGHTS NBC-TV TELSTAR COVERAGE
WITH 3 FULL-HOUR NBC NEWS SPECIAL PROGRAMS

NBC News presented three full-hour special TV programs yesterday (Monday, July 23) which included the first live exchange between the three major American networks and European television organizations.

During the first two programs, which started at 2:30 p.m. EDT and 5:30 p.m. EDT, live events in America and Europe were transmitted across the Atlantic via the Telstar satellite. Both programs were sponsored by the Gulf Oil Corporation.

Europeans saw Niagara Falls, the Golden Gate Bridge, Mount Rushmore, a baseball game in Chicago and a segment of President Kennedy's news conference. The transmission lasted 22 minutes, from 2:58 p.m. to 3:20 p.m. EDT.

During the Europe-to-U.S. exchange, Americans saw Paris at night, Lapland above the Arctic Circle, an opera in Rome, the Coliseum and Michelangelo's Sistine Chapel. This transmission lasted 20 minutes, from 5:58 p.m. to 6:18 p.m. EDT.

The third NBC-TV special program, from 10 p.m. to 11 p.m. EDT, featured Chet Huntley and was called "The Picture from Goonhilly Downs." It included taped highlights of both American and European transmissions, an explanation of Telstar's function and films of important European events Americans might have seen live had Telstar been in orbit a year ago.

(more)

2 - First Live TV Exchange

A brief summary of each of the three NBC News specials follows:

"Telstar International Television," with Merrill Mueller as narrator, began at 2:30 p.m. EDT and set the stage for the West-to-East transmission. After showing tapes of the first Telstar transmissions July 10, the day it was launched, Mueller switched to the pooled broadcast at 2:51 p.m. EDT. CBS' Walter Cronkite, ABC's Howard K. Smith and NBC's Chet Huntley appeared on this program, produced by the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company.

Highlights of this show, in addition to the already mentioned scenes, were pictures of the Statue of Liberty, the Rio Grande River at El Paso, the Washington Monument, astronauts John H. Glenn Jr. and Walter Schirra Jr. at Cape Canaveral, an expressway outside Detroit, a Quebec festival, "Macbeth" at Stratford, Ontario; the World's Fair in Seattle and a buffalo herd in Custer Park, S.D.

The Mormon Tabernacle Choir also sang beneath Mount Rushmore as TV cameras showed the heads of Presidents Washington, Lincoln, Jefferson and Roosevelt carved in rock on the mount. This first program ended with a moment of silence in the Meditation Room at the United Nations Building in New York City.

The second NBC News special, also called "Telstar International Television" and with Mueller as narrator, began at 5:30 p.m. EDT with tapes of the earlier trans-Atlantic transmission to Europe.

In a taped interview, NBC News correspondent Bill Ryan spoke with Dr. Alfred N. Goldsmith, a Vice President of Radio Corporation of America, who reminisced about early radio broadcasts across the Atlantic.

(more)

3 - First Live TV Exchange

At 5:55 p.m. EDT, Mueller switched to the pooled program from the European Broadcasting Union. At 5:58 p.m. EDT, London's Big Ben was seen on NBC-TV.

Other sights included a London street scene, the Champs Elysees in Paris, the Coliseum in Rome, fishing boats in Sicily, the famed Spanish Riding School in Vienna, the seacoast and "Lizard" rescue boat at Cornwall, England; the Square of the Republic in Belgrade, the Louvre in Paris, a Geneva nuclear research plant, steel works in the German Ruhr district, a Paris newsroom, a British hover craft boat operating off Southampton and a brief glimpse of the Thames River and Tower of London. Richard Dimbleby was host for the European transmission.

After the trans-Atlantic program, the NBC News special ended with a debate between U. S. Senators Kenneth D. Keating (R.-N.Y.) and Ralph W. Yarborough (D.-Texas) about private ownership of space communications satellites.

The final NBC News special at 10 p.m. EDT, presented taped highlights of both European and American transmissions. Huntley traced the development of trans-Atlantic communications up to Telstar's launch. He also explored the keen competition between the French and English to be the first to receive the Telstar signal, and he showed films of both nations' transmission stations.

The final segment utilized film clips to show recent European events Telstar might have relayed live to the U. S. if the satellite had been in orbit. Included were May Day ceremonies in Moscow, the 25th wedding anniversary of Queen Juliana of the Netherlands and Queen Elizabeth arriving at Ascot for the races.

(more)

4 - First Live TV Exchange

The "Telstar International Television" specials were produced and directed by James Kitchell.

"The Picture from Goonhilly Downs" was produced by Reuven Frank and directed by George Murray. The sponsors were The Mennen Co., Edward Dalton Co., manufacturers of Metrecal, and Glenbrook Labs Division of Sterling Drug, Inc.

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NBC-New York, 7/24/62

ACTING PREMIER OF LAOS WILL FACILITATE REMOVAL OF FIVE AMERICAN
PRISONERS, INCLUDING NBC NEWS CAMERAMAN WOLFKILL,
TO ASSEMBLY POINTS FOR TRANSFER HOME

Prince Souphanouvong, Pathet Lao leader and acting premier of Laos, has promised to leave for Plain Des Jarres by midweek to facilitate personally the movement of the five American prisoners, including NBC News cameraman Grant Wolfkill, to assembly points from which they will be transported home.

NBC News was notified of this development today by its Hong Kong bureau chief, James Robinson, now in Vientiane, Laos, who said Souphanouvong gave the assurance to U. S. Ambassador Unger. Souphanouvong emphasized that he understood the "United States' impatience" over the prisoners. He and Unger agreed to meet on the matter later this week.

Wolfkill has been a prisoner of the Communist forces in Laos since May 15, 1961, when a helicopter in which he was riding was forced down behind the Pathet Lao lines.

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NBC-New York, 7/24/62

NBC-TV NETWORK PROGRAM

PRODUCER OF "DAVID BRINKLEY'S JOURNAL" TELLS OF BEING "GASSED"
AND ARRESTED WHILE FILMING STREET RIOTS IN PERU

Ted Yates, producer of NBC News' "David Brinkley's Journal" color program, was "gassed,...hosed down by water... arrested" and his cameras impounded in Lima, Peru, he reported.

In a letter from Lima, Yates said he and a cameraman were filming street riots July 18 when they were "gassed by tear gas grenades, hosed down by water-firing tank-like vehicles, arrested and marched off under armed guard to the local bastille."

They were released without the cameras. Later, Yates said, he recovered both cameras and film "by virtue of a local two-step custom called bribe-and-pull."

Yates reported the Peruvians having "a fiesta of a time chucking stones at the cops while the cops fired tear gas and doused the street with their highpowered water guns. It was all very entertaining until three police dropped to one knee and fired slowly into the crowd of high school students. These salvos were followed by ambulances and then our arrests. I've been assured by the police subsequently that the shots were blanks and ambulances just 'an effect'."

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NBC-New York, 7/24/62

CREDITS FOR 'THE GENTLE PERSUADERS' ON NBC-TV

MONDAY, JULY 30 (10-11 PM EDT)

NARRATOR.....Drew Pearson

PRODUCED BY.....Ted Ayers

DIRECTED BY.....Charles Jones

SCRIPT BY.....James Benjamin

EDITED BY.....Loftus McDonough

ASSOCIATED IN PRODUCTION.....Patricia Morgan

FILMED FOR NBC BY.....G. Bradford Kress

SOUND.....John Langenegger

DESCRIPTION.....A full-hour story of the Quakers in America,

produced by NBC News as a television special. Who are the Quakers? What has made these Friends (or, as they call themselves, the Religious Society of Friends) so important a minority in America? In answer to these questions, the TV cameras visit, among other places, a farming community of Quakers in Barnesville, Ohio, where many conform strictly to old traditions; suburban Philadelphia; a Mexican village where Quaker conscientious objectors work as members of an American well-digging team. Historic news film will show Quaker and non-Quaker pacifists. (Not all Quakers are pacifists. Senator Paul Douglas of Illinois, a Quaker who served in combat in World War II, will be prominent in the program.)

SPONSORS.....American Tobacco Co. (through Sullivan, Stauffer, Colwell and Bayles, Inc.); Glenbrook Labs. Div. of Sterling Drug, Inc. (through Dancer-Fitzgerald-Sample, Inc.); Edward Dalton Co. (through Kenyon & Eckhardt, Inc.), and The Mennen Co. (through Grey Advertising, Inc.).

REPORT FOR THE FISCAL YEAR 1950

MONDAY, JULY 10 (1950)

WATKINS.....

FRANCIS M.....

WATKINS M.....

WATKINS M.....

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July 24, 1962

WHO'S WHO IN NBC NEWS

William R. McAndrew	Executive Vice President, NBC News
Julian Goodman	Vice President, NBC News
Carl Lindemann Jr.	Vice President, Special Projects, News
Irving Gitlin	Executive Producer, Creative Projects
Elmer W. Lower	Director, News and Public Affairs
Rex Goad	Director, News
Eugene Juster	Director, News Film
Edward Stanley	Director, Public Affairs
William Monroe	Director, News, Washington
Leonard Allen	Manager, News
James A. Jurist	Director, Business Affairs
Donald Meaney	Manager, Special News Programs
Russell C. Tornabene	Manager, News Operations, New York
Samuel Sharkey	Night Manager, News
Arthur Wakelee	Weekend Manager, News
George Heinemann	Manager, Public Affairs
Burroughs H. Prince	Manager, Local News
William Corrigan	Manager, News, Washington
Frank Jordan	Manager, News, Chicago
John Thompson	Manager, News, Los Angeles
Doris Ann	Manager, Religious Programs
Leslie Vaughan	Manager, Administration
Stanley Rotkewicz	Manager, Budgets and Pricing
Lefferts McClelland	Manager, News Film
David Klein	Manager, Film Procurement (more)

NBC NEWS CORRESPONDENTS

NEW YORK

Chet Huntley	Bill Ryan
Edwin Newman	Pauline Frederick
Merrill Mueller	Joseph Michaels
Frank McGee	Leon Pearson
John Chancellor	Morgan Beatty
Frank Blair	

WASHINGTON

David Brinkley	Herbert Kaplow
Sander Vanocur	Peter Hackes
Ray Scherer	Elie Abel
Robert Abernethy	Richard Harkness
Robert Goralski	Russ Ward
Martin Agronsky	Arthur Barriault
Robert McCormick	

FOREIGN NEWS BUREAUS

LONDON

Joseph C. Harsch	Senior European Correspondent
Robert MacNeil	Correspondent
John Peters	Cameraman
Guy Blanchard	Cameraman
Digby Jones	Soundman
Florence Peart	Office Supervisor

BERLIN

Piers Anderton	Correspondent
Gary Stindt	Chief, NBC News Film, Central Europe
Harry Thoess	Cameraman
Josef Oexle	Cameraman
Peter Dehmel	Cameraman-soundman (more)

3 - Who's Who in NBC News

PARIS

Bernard Frizell	Correspondent
Claude Favier	Cameraman
Paul Archinard	Manager, Paris Office

ROME

Irving R. Levine	Correspondent
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NEW DELHI

Welles Hangen	Correspondent
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MOSCOW

Frank Bourgholtzer	Correspondent
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TOKYO

John Rich	Correspondent
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Yung Su Kwon	Cameraman
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HONG KONG

James Robinson	Correspondent
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Andrew C. Pearson	Cameraman-correspondent
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GENEVA

Hans Klingeberger	Cameraman
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BUENOS AIRES

Kenneth Bernstein	Correspondent
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RIO DE JANEIRO

Wilson Hall	Correspondent
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OTTAWA

Leif Eid	Correspondent
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JOHANNESBURG

George Clay	Correspondent
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Ray Wilson	Cameraman
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CAIRO

Arnaldo Lacagnina	Correspondent
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(more)

4 - Who's Who in NBC News

ROVING CORRESPONDENT (presently based in Vienna)

Russell Jones

NATIONAL NEWS BUREAUS

WASHINGTON

Bert Ivry	Assistant News Desk Supervisor
Jack Perkins	Writer
Leroy Anderson	Cameraman
Fred Montague	Cameraman
Bradford Kress	Cameraman
David Wegman	Cameraman

CHICAGO

Floyd Kalber	Correspondent
Richard Valeriani	Correspondent
Robert Blair	Cameraman
Earl Grotchett	Cameraman
Bruce Powell	Cameraman
Charles Baker	Writer
John Erp	Writer
Walt Grisham	Writer
James Harden	Writer
Luke Hester	Writer
Earl Lissit	Writer
Robert Mulholland	Writer
Ralph Myers	Writer
Sam Saran	Writer
Bill Warrick	Writer

(more)

5 - Who's Who in NBC News

LOS ANGELES

Ed Conklin	Editor, NBC News, West Coast
Cecil Brown	Correspondent
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Tom Pettit	Correspondent
Don Roberts	Manager, News Operations, Pacific Division
Fred Rheinstein	Producer-director
James Dooley	Writer
Robert Goggin	Writer
Bill Brown	Writer
Edwin Haaker	Writer
Dexter Alley	Cameraman
Legere Barnes	Cameraman
Richard Smith	Cameraman

MIAMI

John Hlavacek	Correspondent
Cal Marlin	Cameraman

DALLAS

Maurice Levy	Cameraman
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SAN FRANCISCO

Ed Arnow	Correspondent
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PRODUCERS

Reuven Frank	George Vicas
Gerald Green	Chet Hagan
Al Wasserman	Lou Hazam (Washington)
John J. Sughrue Jr.	Ted Yates (Washington)
Robert Northshield	Stuart Schulberg (Washington)

(more)

PRODUCERS (CONT'D)

Robert Bendick	Al Morgan
Arthur Zegart	Doris Ann
Craig Fisher	Blair Chotzinoff
Fred Freed	Leonard Leddington
Don Herbert	Eliot Frankel
	Lawrence E. Spivak

DIRECTORS

George Murray	Jack Dillon
James Kitchell	Walter Kravetz
Robert Priaulx	Fred Rheinstein (Los Angeles)
Thomas Priestley	Ray Garner
Charles Sieg	Charles Jones (Washington)
Frank Pacelli	Robert Doyle (Washington)
Martin Hoade	Ralph Howard Peterson (Washington)
Marvin Einhorn	Frank Slingland (Washington)
Jim Gaines	Lee Tredanari
Don McDonough	Larry Owen

NEW YORK WRITERS

James Aldrich	Larry Ganger	Ric Ballad
Johnny Apple	Edward Gough	Paul Cunningham
William Bales	Daniel Grable	John Dunn
James Boozer	Richard Graf	William Percival
William Boyle	Robert Farson	William Pettit
Dick Bruner	Ray Hasson	Leonard Probst
David Burk	Pat Herman	Alan Smith
Albert Burchard	James Holton	Irwin Safchik
Kenneth Brodney	William Hoth	Barbara Walters

(more)

7 - Who's Who in NBC News

NEW YORK WRITERS (CONT'D)

William Corley	William Hill	Robert Toombs
Charles Coates	James Harper	Sumner Weiner
Dennis Dalton	Mort Hochstein	David Teitelbaum
James Courtney	David Lent	John Starkey
Kenneth Donoghue	Irwin Lewis	Pat Trese
Steve Flanders	Jerry Jacobs	Henrik Krogius
Lamar Falkner	Alan Mohan	Raymond Weiss
Eugene Farinet	Joseph Mehan	Russ Willis
William Fitzgerald	Helen Marmor	Wally Pfister
John Lord	James Quigley	Dick Kutzleb

NEW YORK CAMERAMEN, TECHNICIANS

Sy Avnet	Cameraman
Frank Follette	Cameraman
Santino Sozio	Cameraman
Irving Smith	Cameraman
Joseph Vadala	Cameraman
Michael Clark	Cameraman
William Baer	Film Processing Coordinator

NBC NEWS PROGRAM STAFFS

"The Huntley-Brinkley Report"

Chet Huntley	Correspondent
David Brinkley	Correspondent
Eliot Frankel	Producer
Charles Sieg	Director

(more)

8 - Who's Who in NBC News

NBC NEWS PROGRAM STAFFS (CONT'D)

"Chet Huntley Reporting"

Chet Huntley	Correspondent, on-the-air editor
Gerald Green	Producer
Joseph Zigman	Director

"David Brinkley's Journal"

David Brinkley	Correspondent
Ted Yates	Producer
Stuart Schulberg	Co-producer
Robert Asman	Associate Producer
Frank Slingland	Director

"Today"

John Chancellor	Host (until Friday, Sept. 7, 1962)
Hugh Downs	Host (starting Sept. 10, 1962)
Jack Lescoulie	Panelist
Frank Blair	Panelist
Al Morgan	Producer
Frank Donghi	Associate Producer
Jim Gaines	Director
Lee Tredanari	Director
Larry Owen	Director

"Update"

Robert Abernethy	Correspondent
George Heinemann	Executive Producer
James Lebenthal	Associate Producer
Don McDonough	Director

(more)

9 - Who's Who in NBC News

NBC NEWS PROGRAM STAFFS (CONT'D)

"Meet the Press"

Lawrence E. Spivak	Producer
Betty Cole	Associate Producer
Ned Brooks	Moderator
Frank Slingland	Director

"NBC White Paper"

Irving Gitlin	Executive Producer
Dick Kellerman	Administrator, Creative Projects
Robert Rubin	Production Supervisor, Creative Projects
Al Wasserman	Producer
Fred Freed	Producer
Arthur Zegart	Producer

"Du Pont Show of the Week" (Gitlin produced)

Irving Gitlin	Executive Producer
Al Wasserman	Producer
Arthur Zegart	Producer
Fred Freed	Producer

"The Nation's Future"

Irving Gitlin	Executive Producer
Edwin Newman	Host
Lucy Jarvis	Associate Producer

"Continental Classroom"

Edward Stanley	General Supervisor
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"Watch Mr. Wizard"

Don Herbert	Producer
Frank Pacelli	Director

(more)

10 - Who's Who in NBC News

NBC NEWS PROGRAM STAFFS (CONT'D)

NBC Religious Programs

Doris Ann	Executive Producer
Martin Hoade	Producer-director
Frank Pacelli	Director
Mary James	Associate Producer

"Gulf Instant Specials"

Frank McGee	Correspondent
Chet Hagan	Producer
Jerry Jacobs	Associate producer-writer
Pat Trese	News Editor
Robert Priaulx	Director

"Exploring"

Craig Fisher	Producer
Edward Scherer	Associate Producer
Marvin Einhorn	Director

"Saturday Night Report"

Sander Vanocur	Correspondent
Robert Priaulx	Producer-director
James Harper	News Editor

"NBC News Morning Report"

Edwin Newman	Correspondent
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"NBC News Day Report"

Ray Scherer	Correspondent
Ralph Peterson	Producer-Director

"NBC News Early Afternoon Report"

Floyd Kalber	Correspondent
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NBC NEWS PROGRAM STAFFS (CONT'D)

"NBC News Afternoon Report"

Sander Vanocur	Correspondent
Ralph Peterson	Producer-director
<u>Lou Hazam News Unit</u>	
Lou Hazam	Producer
Daniel Karasik	Associate Producer
Constantine Gochis	Supervising Film Editor
Rodney H. Clurman	Production Supervisor
Barry Bingham Jr.	Research and Field Production

NBC News European Production Unit

George Vicas	Producer
Warren Trabant	Production Supervisor

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NBC-New York, 7/24/62

NBC TELEVISION NETWORK NEWS-1

July 25, 1962

LIVE TELEVISION REPORTS BY DAVID BRINKLEY FROM PARIS
AND PIERS ANDERTON AT BERLIN WALL, SETTING TV
FIRSTS, ARE BROADCAST BY NBC VIA TELSTAR

Live television reports from Paris and Berlin via the Telstar satellite were broadcast by the NBC-TV Network throughout the U. S. Tuesday, July 24.

The two broadcasts were each about five minutes long. In the first program, David Brinkley spoke from a Paris studio. The second broadcast, which featured NBC News' Berlin correspondent Piers Anderton speaking in front of the "Berlin Wall," set several TV firsts:

--- It was the first live TV report from Berlin.

--- It was the first live TV look behind the Iron Curtain for most Americans.

--- It was the only live TV report from Europe broadcast by an American network during the 8:30 p.m. EDT transmission period when the Telstar satellite was within range.

Brinkley's broadcast began at 5:47 p.m. EDT. He updated developments at the Geneva Disarmament Conference and showed films taken earlier in the day at the Geneva meeting.

With films of Paris and London scenes taken during the U. S.-to-Europe TV transmission Monday (July 23), Brinkley summarized reaction abroad to the U. S. program.

(more)

Before and after Brinkley's segment, Chet Huntley, broadcasting from New York, showed tapes of the European trans-Atlantic program.

Brinkley's segment was taped and re-broadcast during the regular "Huntley-Brinkley Report" at 6:45 p.m. EDT.

Anderton's broadcast started at 8:36 p.m. EDT. He spoke before a mobile TV unit and floodlights at the Heinrich Heine Strasse crossing point in the "Berlin Wall."

East German guards were clearly visible, patrolling behind the wall. Anderton stood near a sign which read, in four languages, "You Are Now Leaving the American Sector."

Films taken earlier in the day from a helicopter showed the wall and tank traps built east of the wall. The transmission was relayed by Eurovision to Goonhilly Downs, England; beamed by Telstar to the U. S., and broadcast by the NBC-TV Network.

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NBC-New York, 7/25/62

OLOF RYDBECK, PRESIDENT OF EUROPEAN BROADCASTING UNION,
AND NBC PRESIDENT ROBERT E. KINTNER EXCHANGE SALUTES
ON 'COMPLETE SUCCESS' OF JULY 23 TELSTAR PROGRAM

Olof Rydbeck, President of the European Broadcasting Union, has cabled congratulations to Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, on the "complete success" of the July 23 trans-Atlantic television program. In Mr. Sarnoff's absence, Robert E. Kintner, NBC President, acknowledged Mr. Rydbeck's cable and sent a salute to the EBU from NBC.

Mr. Rydbeck's message follows: "As President of the European Broadcasting Union, I wish to extend my most sincere congratulations on complete success of the first live trans-Atlantic program via Telstar just received with excellent quality. I am convinced this means inauguration of a new era in the worldwide exchange of TV programs for the benefit of mankind and in the service of international understanding fraternity."

Mr. Kintner responded: "In Mr. Sarnoff's absence abroad, it is a pleasure to acknowledge your gracious message on the success of the first live trans-Atlantic program exchange via Telstar. We at NBC salute you and all the members of the European Broadcasting Union for your own superb efforts. Apart from its remarkable technical quality, your program was altogether worthy of the historic event it marked in world communications. We share your high hopes for the prospects opened by this memorable exchange."

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NBC-New York, 7/25/62

July 25, 1962

Attention, Sports Editors

NBC TO TELEVISION WORLD SERIES OF GOLF IN COLOR SEPT. 8-9

Champions Jack Nicklaus, Arnold Palmer and Gary Player

Will Compete for \$50,000 First Prize

The World Series of Golf, in which links champions Jack Nicklaus, Arnold Palmer and Gary Player will compete for a \$50,000 first prize, will be televised in color by the NBC-TV Network Saturday and Sunday, Sept. 8 and 9, NBC Sports Director Tom S. Gallery announced today.

Sportscasters Bud Palmer, Chick Hearn and Jack Drees will describe the action at the final six holes on both days of golfdom's newest classic. Site of the 36-hole, medal-play competition will be the Firestone Country Club in Akron, Ohio. TV time both days will be 4:30 to 6 p.m. EDT.

NBC-TV's color coverage of the World Series of Golf will be co-sponsored by Zenith Radio Corporation, through Foote, Cone & Belding Inc., and Amana Refrigeration Inc., through MacFarland, Aveyard & Company.

Originally scheduled as a foursome comprised of the champions of four major tournaments -- the U. S. and British Opens, the PGA and the Masters -- the field in golf's World Series was reduced to three when Palmer became a double winner. The Latrobe, Pa., golfer captured

(more)

2 - World Series of Golf

this year's Masters and British Open crowns. Nicklaus, from Columbus, Ohio, won the U. S. Open. Player, from South Africa, gained the PGA title last weekend.

Palmer also leads the PGA money-winning list for 1962 with a total of \$71,198. Nicklaus is fourth with \$48,148 and Player fifth with \$41,843.

Along with the first prize of \$50,000 -- the largest single award ever offered in professional golf competition -- the World Series of Golf winner will earn the title of "World Champion Golfer." The runner-up will collect \$15,000 and the third-place finisher \$10,000.

The Firestone course has a par of 70 and measures 7,165 yards. The Akron club hosts the American Classic golf tournament each year, and was the scene of the 1960 PGA tourney.

PGA officials will supervise the action in the World Series of Golf.

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NBC-New York, 7/25/62

MGM BUYS 5 NETWORK PARTICIPATIONS ON 'TONIGHT'
TO ADVERTISE MOVIE, 'LOLITA'

Five network participations on NBC-TV's "Tonight" show have been purchased by Metro Goldwyn Mayer to advertise the movie "Lolita," it was announced today by William F. Storke, Director, Participating Program Sales, NBC Television Network.

Local station advertising of "Lolita" on "Tonight" in New York over WNBC-TV was cited as one of the major reasons for the movie's outstanding box-office success and led to the network purchase by MGM.

The five MGM participations will be presented during the week of July 30-Aug. 3 when Merv Griffin is host of "Tonight" (11:15 p.m.-1 a.m. EDT in color).

The post-premiere television advertising of "Lolita" in New York was exclusively on "Tonight" over WNBC-TV during the week of July 2-6. Jerry Lewis was the host that week, and during each of the five programs MGM purchased one participation on WNBC-TV. An immediate upsurge in box-office receipts was credited to the participations on "Tonight" by MGM and Seven Arts.

The MGM order was placed through Donahue and Coe.

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NBC-New York, 7/25/62

2-X-H

NBC TRADE NEWS

July 26, 1962

NBC-TV REPORTS \$10,668,000 IN NEW AND RENEWAL

DAYTIME BUSINESS DURING JUNE

NBC-TV reported \$10,668,000 in new and renewal daytime business during June, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The June sales volume plus the month of May's \$13,470,000 -- the largest one-month total of sales in the history of NBC-TV's daytime programming -- totals \$24,138,000 over the two-month period.

During June, nine national advertisers placed new orders totaling \$3,643,000 and six national advertisers renewed orders totaling \$7,025,000.

Orders for sponsorship were placed in a total of 12 current Monday-through-Friday shows, plus "The Shari Lewis Show" on Saturdays, "Captain Gallant" which premieres Saturday, Sept. 29, and "The Merv Griffin Show" which begins Oct. 1.

New orders in NBC-TV's Daytime programs were placed during June by:

Advertiser

Agency

Armstrong Cork Co.

Batten, Barton, Durstine & Osborn

Hartz Mountain Product Corp.

George H. Hartman Co.

The Quaker Oats Company

J. Walter Thompson

Frigidare Div. of Gen. Motors

Dancer-Fitzgerald-Sample Inc.

Corn Products Company

Lennen & Newell Inc.

The Lionel Corp.

Grey Advertising

Sterling Drug Inc.

Dancer-Fitzgerald-Sample Inc.

(more)

Advertiser

Agency

Campbell Soup Co.

Needham Louis and Brorby

Shwayder Bros. Inc.

Grey Advertising

Renewal orders in NBC-TV Daytime programs were placed during
June by:

Advertiser

Agency

Lever Bros. Co.

Reach McClinton and Co.

The Frito Co.

Dancer-Fitzgerald-Sample Inc.

Alberto Culver Co.

Compton Advertising

Whitehall Labs

Ted Bates

Lestoil Inc.

Sackel-Jackson

Sterling Drug Inc.

Dancer-Fitzgerald-Sample Inc.

NBC-TV Daytime programs in which sponsorship was purchased
are:

"Say When"

"Young Doctor Malone"

"Play Your Hunch" (color)

"Our Five Daughters"

"The Price Is Right" (color)

"Make Room for Daddy"

"Concentration"

"Here's Hollywood"

"Your First Impression" (color)

"The Shari Lewis Show" (color)

"The Jan Murray Show" (color)

"Captain Gallant"

"NBC News Early Afternoon Report"

"The Merv Griffin Show" (color)

"Loretta Young Theatre"

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NBC-New York, 7/26/62

July 26, 1962

PUREX CORPORATION TO SPONSOR 5 NEW FULL HOUR TV PROGRAMS
IN NBC SPECIAL PROJECTS' "WORLD OF ---" SERIES

Five new full-hour programs in the NBC Special Projects "World of ---" series will be presented on the NBC Television Network under sponsorship of the Purex Corporation during the 1962-63 season, it was announced today by Donald B. Hyatt, Director of NBC Special Projects.

Eugene S. Jones again will produce and direct the series, with Hyatt as executive producer.

Warmly acclaimed as an innovation in TV programming last season, "The World of ---" has already presented in-depth portraits-in-action of Bob Hope, Dr. Billy Graham, Sophia Loren and Jimmy Doolittle.

"The World of Jacqueline Kennedy," first in the new series, will be broadcast Monday, Oct. 29 (8:30-9:30 p.m. NYT). A filmed portrait of Benny Goodman, including coverage of his recent good-will jazz tour of the Soviet Union, will probably be broadcast late in November. Three additional programs in the series will be announced soon.

The Jacqueline Kennedy program, originally scheduled for last March 25, was postponed by NBC shortly before air date because there was not time to include sequences of the First Lady's trip to Asia, which took place the same month.

(more)

"The program has been updated with new material this Spring and Summer," Jones said, "and is now 99 per cent completed."

Location film production on "The World of Benny Goodman" has been completed, Jones said, and the program is now in the final stages of editing.

Protracted negotiations with the Soviet Government enabled NBC to obtain exclusive permission to send "The World of ---" film unit into Moscow aboard the aircraft carrying the Goodman troupe from the United States. The NBC crew lived with the Goodman troupe on a day-to-day basis as it toured the Soviet Union from Moscow to Tashkent.

"This was the first time an American sound-film crew was given virtual unrestricted permission to use multiple sound cameras in these cities," Jones said. "We hoped to create a portrait of the Russian people against the beat of Goodman's music, cutting away from the concerts to the life in the various cities."

The Russians were "extremely cooperative," according to Jones. "Khrushchev invited our camera crew to make pictures of him at the concert in Moscow. He posed for close-ups for three or four minutes."

Before going to the Soviet Union with Goodman, Jones and his crew spent a month filming the varied activities of the musician's professional and personal life in and around New York.

James L. Reina is associate producer of "The World of ---," and Joseph Liss the writer. Cy Avnet is chief cameraman, and John Christophel film editor.

The Purex order was placed through Edward H. Weiss.

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NBC-New York, 7/26/62

CREDITS FOR SECOND ALL-STAR BASEBALL GAME JULY 30
ON NBC-TV NETWORK (IN COLOR) AND NBC RADIO NETWORK

Time: Monday, July 30, at 1:45 p.m. EDT --
15 minutes before game time. TV
coverage in color.

Program Summary: 33rd All-Star Baseball Game at Wrigley
Field in Chicago. Four color TV
cameras will be used: two elevated
behind third base, one at ground
level behind home plate and one in
center field bleachers. The All-
Star classic has been covered by
NBC-TV every year since 1950, and by
NBC Radio every year since 1957.

Series Record: American League has won 16 games,
National League has won 15 games,
and there has been one tie. N.L.
won first 1962 game on July 10 by
3-1 score.

TV Commentators: Vin Scully and Curt Gowdy.

Radio Commentators: Jack Quinlan and George Kell

TV Producer: Perry Smith.

TV Director: Harry Coyle

Radio Director: Johnny Erp.

Sponsors (and Agencies): Chrysler Corporation (Leo Burnett
Company Inc.) and Gillette Safety
Razor Company (Maxon Inc.).

NBC Press Representative: Bob Goldwater (New York).

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NBC-New York, 7/26/62

July 30, 1962

REYNOLDS METALS CO. RENEWS ALTERNATE WEEK SPONSORSHIP
OF NBC-TV'S "ALL STAR GOLF" COLOR SERIES

Reynolds Metals Company has renewed alternate-week sponsorship of NBC-TV's "All Star Golf" color broadcasts, a 13-week series returning to network television for its sixth consecutive season (second on NBC-TV) Saturday, Jan. 5 (5-6 p.m. NYT), it was announced today by Richard W. McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The world's top professional golfers compete for cash prizes on "All Star Golf." Famed professional Jimmy Demaret is the commentator as two leading pros compete in medal play on one of America's championship golf courses. The winner receives \$2,000 and the loser receives \$1,000.

"All Star Golf" is produced by Peter DeMet Productions for Glen Films Inc. Mr. DeMet is executive producer and Sidney Goltz is producer-director.

The Reynolds Metals order was placed through Lennen & Newell, Inc.

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ERIC MART JOINS NBC AS TV SALES PLANNING REPRESENTATIVE

Eric Mart has joined the National Broadcasting Company as Sales Planning Representative of NBC-TV's Sales Proposals unit it was announced today by Ray Eichmann, Director, Client Presentation and Sales Promotion.

Mr. Mart resigned his position of Presentation Writer, ABC-TV Sales Development Department, to join NBC. He joined ABC in April 1957 as a ratings services clerk in the Research Department and was successively appointed to Junior Analyst, Analyst, Senior Analyst in charge of program coverage and station analysis, then Presentations Writer.

Mr. Mart was born in London, England, and holds a BS degree in economics from London University.

Mr. Mart and his wife and daughter live in Manhattan.

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NBC-New York, 7/30/62

NBC TELEVISION NETWORK NEWS

July 30, 1962

DRAMATIC DOCUMENTARY ON 'THE PROBLEM CHILD' TO BE REPEATED
AUG. 31 ON NBC-TV'S "PUREX SPECIAL FOR WOMEN" SERIES

Darren McGavin, Simon Oakland and Norma Crane are stars of "The Problem Child," a dramatic documentary about an unruly, defiant child and the troubled, unhappy parents who are trying to cope with him, in the Friday, Aug. 31 "Purex Special for Women" (NBC-TV, 9:30 to 10:30 p.m. EDT). Written and produced by George Lefferts, "The Problem Child" was directed by Lela Swift. It is a repeat of the broadcast of April 19, 1962.

At the conclusion of the program, Pauline Frederick of NBC News, interviews Dr. Nathan Ackerman, a psychiatrist.

An investigator for the Children's Court (McGavin), following up a report from an ambulance service that a nine-year-old boy has been pushed downstairs by his father, resulting in a broken arm, attempts to determine if the child needs protection from his father. Conflicting stories from each parent and from the grandmother reveal a deeply troubled family situation. The investigator's findings, obtained under difficult circumstances, brings to light a heartbreaking situation which only time and understanding can remedy.

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NBC-TV NETWORK PROGRAM

RITA HAYES GETS WEEK'S ENGAGEMENT AS "TODAY GIRL"

Rita Hayes, a blonde singer who has previously appeared on "Today" as a vocalist, will join the program's panel as "Today Girl" for the week of Aug. 6 (NBC-TV Network, Monday through Friday, 7-9 a.m. EDT).

Rita has been featured singer on "Today" several times in the past year. During one of her appearances, in July, 1961, Jerry Lewis was a guest. He began talking to Rita and was so impressed with her quick wit and bright personality, as well as her musical talent, that he signed her for a part in his movie, "Errand Boy." Rita played herself in the film and also sang.

Born in Exeter, Pa., 27 years ago, Rita started her singing career as a band vocalist with the Ralph Flanagan, Les Elgart and Vincent Lopez orchestras. She was with the last group at New York's Taft Hotel for a full year. In recent years, she has devoted her time to singing in supper clubs, including the Bon Soir and the Living Room in New York, and to television commercials. She is one of the industry's leading spokeswomen and has appeared in commercials for several leading advertisers.

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NBC-New York, 7/30/62

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

July 31, 1962

ELMER W. LOWER PROMOTED TO GENERAL MANAGER, NBC NEWS

Elmer W. Lower, NBC's Director of News and Public Affairs, has been promoted to General Manager, NBC News, it was announced today by Julian Goodman, Vice President, NBC News.

In his new post, Mr. Lower will supervise NBC News Film Operations and NBC News bureaus in Washington, Chicago and Los Angeles. He will also supervise the NBC News Syndication service, which is expanding its operations under a recently announced agreement with the British Commonwealth International Newsfilm Agency. He will continue to serve as general manager of NBC News' election coverage. He will report to Mr. Goodman.

Since he joined NBC News three years ago, Mr. Lower has played a major role in many of the network's top news projects. He was producer of the coverage of Soviet Premier Khrushchev's arrival in Washington in 1959, and was manager of operations for the NBC-TV coverage of the 1960 national conventions and elections. He was executive producer of the programs reporting President Kennedy's Inauguration, and participated in the three-network planning for the first TV broadcast of a Presidential news conference and the first live trans-Atlantic television exchange via the Telstar communications satellite.

During a 28-year news career Mr. Lower has worked with two newspapers, three wire services, two national magazines and two major

(more)

networks. He reported for the Louisville (Ky.) Herald-Post and the Flint (Mich.) Journal, served as overnight editor in Washington for UPI, edited the NEA picture service and was photo assignment editor for AP in New York. He was Paris bureau chief and roving correspondent for Life magazine, and was Time-Life anchorman in Tokyo during the early months of the Korean War.

Before joining NBC News, he worked with CBS News for six years, his last post being that of Director of Operations. Between news assignments, he has served with two U. S. information agencies. He organized a Europe-Africa radiophoto network for the OWI in World War II and was U. S. information chief in Germany in 1951-52. Lower is a graduate of the School of Journalism of the University of Missouri and has an M. A. in public law and government from Columbia University.

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NBC-New York, 7/31/62

July 31, 1962

THREE SYNDICATION MARKS SET FOR 'HENNESEY' BY NBC FILMS

"Hennesey," recently placed into syndication distribution by NBC Films, has established three new sales records: It has grossed \$1,500,000 in less than four months, has earned more money per episode than any other 1962 syndication entry and will be seen on more stations this Fall than any other new off-the-network release.

Bill Breen, Vice President, Sales, NBC Films, attributes the "Hennesey" syndication achievements to a sales pattern particularly attractive to local and regional sponsors and to stations.

"In addition to its star, its quality and its program category," Mr. Breen said, "'Hennesey' is for sale on a one-per-week basis for two years, followed by an option to strip the show daily. The comedy flavor of the series makes it flexible enough for scheduling in any time period, day or night."

The 96 "Hennesey" episodes were originally broadcast over the CBS-TV network and were acquired by NBC Films in April for syndication. Sales have included three regional purchases by Foremost Dairies, Bowman Biscuit Company and California Oil Company. The series, starring Jackie Cooper, will be on the air in close to 160 markets by October.

The "Hennesey" success parallels another off-the-network comedy series syndicated this year by NBC Films. The 250 segments of "The Best Of Groucho" have passed the two million dollar mark since the package entered the syndication market in January.

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NBC TELEVISION NETWORK NEWS

July 31, 1962

PROGRAM CHANGE FOR 'DU PONT SHOW OF THE WEEK'

ENCORE OF 'MERRILY WE ROLL ALONG' (WITH GROUCHO MARX NARRATING)
IS SCHEDULED FOR NBC-TV BROADCAST OF SUNDAY, AUG. 12

Groucho Marx is the narrator both on-camera and off for "Merrily We Roll Along," the story of "America's love affair with the automobile" which will be NBC-TV's "Du Pont Show of the Week" repeat presentation for Sunday, Aug. 12 (10-11 p.m. EDT).

(EDITORS' NOTE: "Merrily We Roll Along," an NBC Special Projects presentation broadcast originally on Oct. 22, 1961, replaces "Hurricane!" which had been announced as the "Du Pont Show of the Week" repeat for Aug. 12.)

Basically an entertainment show, "Merrily We Roll Along" features songs and vaudeville routines about cars and employs rare archive film from Detroit and Hollywood. Home-movie footage of tours and outings of the Twenties and Thirties personalize the experiences Americans have had with cars.

Robert Bendick produced "Merrily We Roll Along" with Donald B. Hyatt as executive producer. Phil Reisman Jr. wrote the script and Robert Russell Bennett composed and conducted the original orchestral score.

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NBC COLOR TELEVISION NEWS



'JAPAN: EAST IS WEST,' NBC NEWS TV SPECIAL,
WILL HAVE REPEAT COLOR BROADCAST AUG. 13

The impact of the West upon Japan will be examined in
"Japan: East Is West," a full-hour NBC News special program in color
Monday, Aug. 13 on NBC-TV (10-11 p.m. EDT. Repeat of Dec. 4, 1961).

Winner of the Overseas Press Club annual award for the best
photographic reporting from abroad, "Japan: East Is West" shows how
Japan is undergoing a turbulent social, economic and cultural revolu-
tion and how the new patterns of living conflict with the country's
traditional culture.

NBC News correspondent Edwin Newman is on-the-scene narrator.
The program, filmed in Japan over a 10-week period, was produced by Lou
Hazam and directed by Ray Garner. Daniel Karasik was associate producer
and Leonard Stark and Nobuo Hoshi were the cameramen. A special score
was composed by Urato Watanabe, a well-known contemporary composer of
classical and popular music in Japan.

Newman points out that Japan's economy has grown faster than
that of any other country and Japan is now the world's fourth industrial
power. Westernization has brought Japan rock 'n' roll, Elvis Presley
imitators, a forest of TV antennas atop buildings, nylon stockings, new
kinds of recreation that have become big business, and an amusement
park called "Dreamland" which is patterned after "Disneyland."

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NBC-New York, 7/31/62

